



MARSH & McLENNAN  
AGENCY

MMA  
MARKETLINK



Benefits. Delivered. Smarter.



## Strategic Communications

Communicating with employees can help reduce the cost of benefits by up to 20 percent each year.<sup>1</sup> With MMA MarketLink<sup>SM</sup>, clients can tap into our award-winning communications services to provide employees with the tools to be more educated consumers of benefits.

### Turnkey Communications. Guided Enrollment.

MarketLink provides employers with the information they need to get started and guidance on how employees can take advantage of their benefits options. MarketLink also comes with a self-service guide to help employers and employees navigate step-by-step.

Our start-up communication materials come standard with MarketLink and are designed to:

- Announce the move to MarketLink
- Educate employees on benefits selection
- Engage employees in wellness
- Provide step-by-step guidance for employees and employers on how to use MarketLink

## Strategic Communications. Measurable Results.

With benefits representing approximately one-third of a company's total compensation spending<sup>2</sup>, it's more important than ever to help employees understand their options and make informed choices. Unfortunately, studies show that almost half of all employees don't understand their benefits and don't feel confident when making their annual elections.



## Customizable Toolkits. Targeted Campaigns.

Whether you're interested in leveraging one of our award-winning toolkits, or decide to develop a custom campaign, our team can help. We have a 97 percent retention rate among clients in a broad range of industries. Our services include:

- Strategic communications and planning
- Employee-listening (focus groups, opinion polls, executive interviews)
- Branding
- Education and promotion
- Campaign design and execution

From annual open enrollment, to the Affordable Care Act, wellness, consumerism, general education, and more, we can help you educate your employees to make more informed benefit choices, which have an impact on long-term satisfaction and spending.



## Why MMA?

With MMA MarketLink, clients have access to the resources and experience of our award-winning Communications Practice. Our specialists are focused on developing and delivering strategic communications that meet employees where they are. Using industry best practices, communications are designed to engage employees in understanding their benefits, taking accountability for their choices, and moving to take action.

For more information, visit [www.mmamarketlink.com](http://www.mmamarketlink.com), or contact your local MMA representative.

1. Employer Costs for Compensation, December 2009, U.S. Bureau of Labor Statistics
2. HRM America, 2014
3. Hero, Best Practices Scorecard, 2012

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