



FOR **SMALL**
BUSINESS

CCSB Promotional Video

New, Personalized Agent Videos

Covered California for Small Business (CCSB) has released a video tool that can be personalized to help agents attract and retain business.

The new promotional video was produced as part of our ongoing effort to help educate prospective employer groups. As part of our commitment to produce fresh, engaging content, the new video called, "[How Can Covered California Help Your Small Business?](#)" outlines the benefits of partnering with CCSB in a clear and easy-to-understand format.

A version of the video is provided with a sample end-card, which can be edited to showcase your personal contact information by following the CCSB guidelines below. Share this personalized video with your prospective employer groups and on your social media platforms to aid your client-acquisition efforts.

Guidelines for Agents:

- You must use the video in its entirety, and only replace the Certified Insurance Agent's contact information included in the attached end card.
- You may not alter the end card other than updating only your contact information, including your insurance agency, your name, phone number and website URL.
- You may use the video on the web, YouTube and social media to promote Covered California for Small Business and your insurance agency.
- Once you have posted your personalized video, inform Covered California for Small Business at CCSB@covered.ca.gov and provide link(s) of where the video is posted.

How to Personalize the Video:

- You will need to have appropriate software, such as Windows Movie Maker, iMovie, Storyline or Adobe Premier Pro to edit the end-card in the video.
- You will need both the [end card](#) and [video](#) to make appropriate edits.
- Video adaptation can be managed by you or a selected outside resource paid by you.