



Custom Marketing Planning for your State

Highlighting Trusted Choice Resources &
Executed by Trusted Choice Staff



The Trusted Choice Brand

Trusted Choice exists to give Big "I" Independent Agents a single brand to unite under and utilize alongside their own branding that increases visibility and conveys they are trustworthy and knowledgeable.



Trusted Choice Resources

Trusted Choice also has a suite of resources created to help agents leverage our nationally recognized brand and amplify their local marketing.



90%

of respondents said they felt adding a Trusted Choice logo to an ad or product was beneficial

Member Testimonials

"Trusted Choice provides professional resources for agents. All too often we forget the resources that are readily available to us."

-Marianne Speakman, Speakman Agency (NJ)



" I love working with Trusted Choice, and I've been in the industry over 20 years!"

-Dawn Rodriguez, Colonial Insurance (NJ)

"I wish I had known it was available sooner!"

-Casey Nelson, Integrity Risk Management (TX)



A comprehensive marketing plan can showcase the value of membership at both the state and national level



Campaign Goals

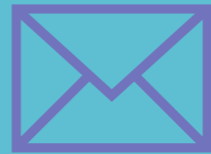
- Increase awareness and understanding of Trusted Choice programs and resources
- Increase resource utilization
- Schedule 1 on 1 virtual meetings with agents and marketing staff

AREAS TRUSTED CHOICE CAN HELP

Request help with specific components or let us create a marketing plan for you!



SOCIAL
MEDIA



EMAIL



PRINT
MAIL



LIVE
EVENTS

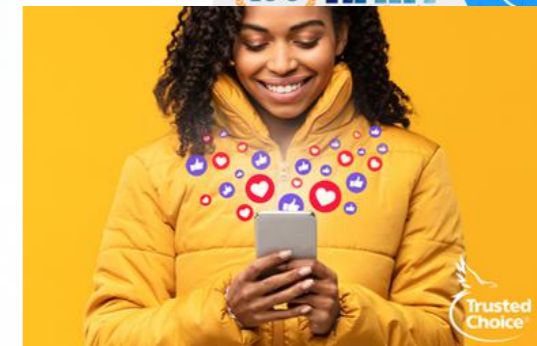


WEBINARS

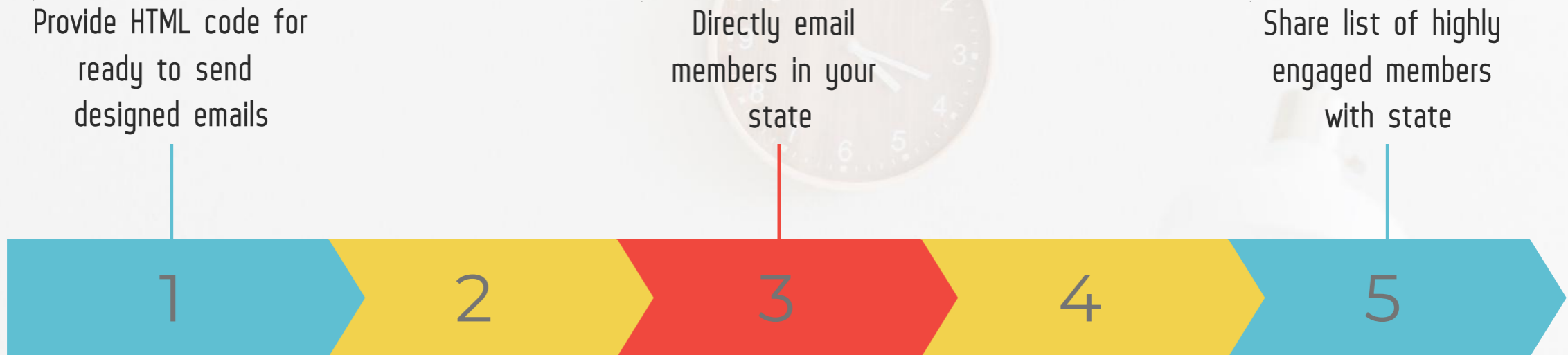
SOCIAL MEDIA



- Create custom graphics
- Provide state branded promotional videos
- Write social post copy
- Create a posting schedule
- Run paid social ads



EMAIL CAMPAIGNS



Write custom email(s) promoting select programs

Track results and respond to all replies

PRINT MAIL

- Provide copy for a welcome or onboarding letter
- Design printed mail pieces (or update existing ones)
- Target key agencies in your state
- Select printer for production and shipping

Front



Back



STATE EVENTS



- Create state branded program flyers
- Update previously run magazine ads to include state logo
- Attendance by a Trusted Choice staff person to an upcoming event (as a speaker or an exhibitor)
- Send Trusted Choice branded giveaway items

A laptop screen in the background shows a website analytics dashboard. The dashboard includes a sidebar with a user profile for 'Anthony Mulvey', a main area with several key performance indicators (KPIs) such as '2500' for 'Total Users', '1.51 Sec' for 'Average Time', and '2,500' for 'Total Pages'. Below these are various charts and graphs, including a line chart and a bar chart. The text 'WEBSITE REVIEW' is overlaid in bold black letters on the right side of the laptop screen.

WEBSITE REVIEW

- Suggest updates to website layout, page copy and structure
- Review Google Analytics data for insights (if set up)

WEBINARS

Trusted Choice can host one or more webinars exclusively for members in your state highlighting our programs and resources - including how to incorporate them into a marketing strategy

Post Campaign Deliverables



Trusted Choice will track campaign impact and share qualitative and quantitative results





Thank you!

Please contact Joseph.Cox@iaba.net if interested or with any questions.

TrustedChoice.IndependentAgent.com