

# Trusted Choice® Big "I" MEMBER RESOURCES



[trustedchoice.independentagent.com](https://trustedchoice.independentagent.com)

Trusted Choice® is designed to amplify your local marketing efforts and highlight the value that independent insurance agents bring to consumers. **All members automatically get access to these materials.**

Login with your Big "I" credentials at [trustedchoice.independentagent.com](https://trustedchoice.independentagent.com)

Need help resetting your password? Email us at [trusted.choice@iiaba.net](mailto:trusted.choice@iiaba.net)

## TOOLS TO STRENGTHEN YOUR ONLINE PRESENCE

**Digital Reviews** Is your website optimized? Need some help with social media? Our Digital Reviews provide a one-on-one consultation and detailed report. Gain insight on improving your agency website, how to optimize for SEO and the user experience, as well as a review of your social media outlets. Learn how to create or improve your website and/or social media accounts. You'll walk away with an actionable report that spells out your next steps.

**Website Partnership** Trusted Choice has partnered with five industry leading web service providers to give members the ability to select a vendor that best fits their needs. Members will be able to choose from a variety of price points, site capabilities, layouts and service levels. Some platforms offer full site management, others are DIY and some are in between. Schedule a demo with any of our partners to see how they can upgrade your online presence! Visit [trustedchoice.independentagent.com](https://trustedchoice.independentagent.com) for more info

## REIMBURSEMENT & REFERRALS

**Marketing Reimbursement** Trusted Choice can reimburse agents for marketing expenses incurred in 2021. Reimbursement is available in the following ways: up to \$750 when co-branding consumer facing items with the Trusted Choice logo, \$500 for upgrading to a new website with a Trusted Choice Preferred Partner and \$125 when purchasing an annual Advantage subscription on [trustedchoice.com](https://trustedchoice.com)

*\* \$750 is lifetime amount per agency location, \$500 and \$125 is lifetime amount per agency.*

### Additional \$750 available for 2021!

Funds must be used for digital marketing efforts that incorporate the Trusted Choice logo. Funds can be used towards ad creation or for cost of running ads online or TV. All members are eligible regardless of previous MRP utilization.

**Get Referrals** Want to boost your inbound sales referrals? Need to grow your book of business this year? Claim your Advantage Profile at [TrustedChoice.com](https://TrustedChoice.com)- our consumer website that receives traffic from millions of consumers each year. TrustedChoice.com delivers referrals to Big I members through their online portal: [trustedchoice.independentagent.com](https://trustedchoice.independentagent.com)

# ALL INCLUDED IN YOUR BIG "I" MEMBERSHIP

*Gain a competitive edge by utilizing our tools to strengthen your online presence, reimbursement benefits, referral support initiatives and education-rich training programs.*

## FREE BRANDING RESOURCES

### Content to Share

Access our database of premade consumer marketing materials including articles, images and infographics for use on social media or to share with potential and current clients. More content is always being developed.



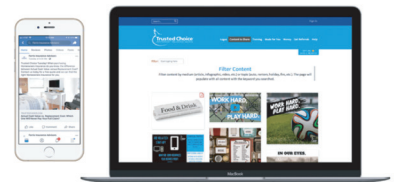
**SOCIAL MEDIA GRAPHICS**



**ARTICLES**



**INFOGRAPHS**



### Customized Advertisements

Let us customize a campaign ad in a format of your choice, from radio, TV and various print materials. Trusted Choice marketing materials are designed with your agency in mind, and our in-house designer will customize these materials for you.



**VIDEOS**



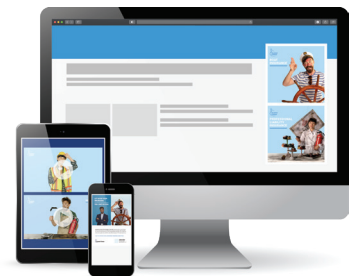
**PRINT ADS**



**EMAIL BLASTS**



**DIRECT MAILERS**



### Trusted Choice Logo Download

Take advantage of the National branding power of Trusted Choice by accessing a variety of logo options for use on your agency website, printed materials and in other marketing efforts.



## TRAINING PROGRAMS

### Advertising 101

This online training offers step-by-step strategies to create the right message, form a plan and create the perfect pitch! Advertising 101 is a nine-part series designed to help you understand, design and execute a successful advertising campaign.

- **Learn about** advertising goals, market research, budgeting, strategy, media, advertising agencies, ad content and measurement.

### The Power of 30 Seconds™

A training series designed to help you maximize the experience of customers calling your agency on the phone.

- The training has three sections that focus on workflow, soft skills and automation.
- Once you complete the training, feel free to take a short quiz and receive a certificate of completion.