Trusted Choice® Member Resources

FREE for all Big "I" members!

BIG i ® | **Trusted Choice®**
INDEPENDENT INSURANCE AGENTS

Trusted Choice is designed to amplify your local marketing efforts and highlight the value independent insurance agents bring to consumers.
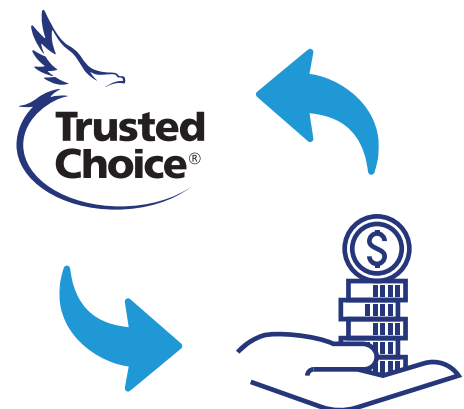
How Trusted Choice Helps You:

Enhance Your Online Presence

○ **Free Analysis of Your Agency Website** – learn how to improve your SEO and user experience with a Digital Review – one of our most popular programs!

○ **Upgrade Your Social Media** – Access a full library of ready to use social graphics, videos and articles targeted at consumers. Be sure to check out our monthly planning calendar!

Marketing Reimbursement Program(MRP) & Vendor Support

○ **Access MRP funds** to help offset the cost of marketing your agency when including the Trusted Choice logo or when working with a preferred MRP vendor on the TechCompare website. *Get up to $1000 back reimbursed at 50%.*

○ **Browse the TechCompare platform** to connect with reputable vendors offering a range of services including digital marketing, SEO, automation and more. www.techcompare.independentagent.com

Leverage a Nationally Recognized Brand Name

○ **Request free marketing materials** for your agency customized with your logo and info.
   ○ Print and Digital ads, Video, Direct Mailers and more
○ **Showcase that you are a Trusted Choice Independent Agent** and feature the Trusted Choice logo on your website and office signage, in ads or giveaway items created by you!

Training Programs

○ **Social Media** – Pick from three difficulty levels ranging from profile basics, to learning how to use for a business up to advanced tactics like post boosting and more.

○ **Advertising 101** – This online training offers step-by-step strategies to create the right message, form a plan and create the perfect pitch.

○ **Power of 30 Seconds** – A training designed to help maximize customer experience when contacting your agency by phone.

For information on all benefits, visit our member resource site at:
www.trustedchoice.independentagent.com