



Leverage Trusted Choice® Marketing Reimbursement (MRP) Funds

BIG **i**SM



Get up to **\$1000** back for marketing activities to help your agency grow.

The Trusted Choice Marketing Reimbursement Program helps Big "I" Member agencies offset the cost of various marketing activities that support both marketing your agency and leveraging new technology, from digital advertising or traditional marketing that include our logo to working with select preferred marketing vendors. Qualified agencies can get reimbursed up to \$1000 at 50%.

Three Ways to take advantage of the funds:



Traditional Co-branding

Highlight your agency online utilizing our customized campaigns or your own ads.



Digital Co-branding

Utilize the Trusted Choice logo in your marketing materials. Including the Trusted Choice logo in your marketing both allows you to leverage the national recognition and reputation of the brand and helps expand the brand's reach.



TechCompare Vendors

Choose from and compare dozens of outside vendors offering a variety of services.



Traditional Cobranding: Implement Effective Traditional Marketing Tactics

While many marketing strategies now lean heavily on digital efforts, traditional marketing efforts are still impactful and can be utilized as part of your overall marketing plan.

Some ways to utilize traditional co-branding funds include:

- Direct Mail Campaigns
- Billboards
- Printed Advertisements (magazine, newspaper, etc)
- Giveaway items (pens, water bottles, keychains, etc)
- Event Sponsorship
- Store Signage

**Business cards and office supplies are no longer eligible.*



Digital Marketing:

Digital marketing should be a key component of your agency's plan to modernize and grow. Popular ways to utilize these funds include:

- **Social Media Advertising** – Try advertising on Facebook, LinkedIn or your preferred platform.
- **TV or Radio Advertising** – Run a commercial on TV or an online streaming service.
- **Digital Display Ads** – Place a banner ad on a local website or look into “retargeting” for maximum impact.
- **In App Ads** – Advertise in community focused apps like Nextdoor.
and countless other digital options!



Leverage Preferred Vendors with TechCompare

> **[Techcompare.independentagent.com](https://techcompare.independentagent.com)**

Looking for support with social media, your website, SEO, Marketing automation or more? You can browse a list of preferred vendors that support your agency with sales/marketing, operations or customer experience. Look for vendors with the MRP tag to leverage the funds.

Find all the details and submit for reimbursement at:
trustedchoice.independentagent.com/mrp
Or Contact us at **Trusted.choice@iiaba.net**