

The 2025 Trusted Choice® Marketing Reimbursement Program

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 and funds towards leveling up you and your team's marketing education to working with select preferred marketing vendors.

Three ways to take advantage of the funds:



Digital Marketing

Amplify your agency's brand and reach consumers in new ways with funds towards your digital marketing efforts.



TechCompare Vendors

Choose from and compare dozens of outside vendors offering a variety of services on techcompare.independentagent.com. A maximum of \$500 can be used towards any one vendor.



Marketing Education

Use funds towards various marketing related education courses or marketing conference registration to empower you and your team to take charge of your agency's marketing.

Marketing Education:

We recommend courses covering:

- General marketing
- SEO
- Small business marketing
- Social media marketing
- and other related topics*

*All courses/conferences must be approved by Trusted Choice to confirm eligibility. College tuition and state events NOT 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:

- **Paid 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!***

*Subscriptions and recurring payments are not eligible.

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