

## Has Your 2010 Marketing Plan Rusted Over Already?

For marketing agendas, the comfort zone gets uncomfortable fast when production is on the line. If brand loyalty is no longer assured, flogging the same old routines to get a lesser response is a bad strategy for growing your insurance business. Advisen's Joan Kelly argues why you lubricate your marketing strategies and campaigns by breaking out of the mold in 2010.

Change is not always a bad thing, of course. Change helps us advance and evolve. However, the key to orchestrating that change is to understand marketing platforms that resonate with your target buyer and create programs that reach them at the right time, in the right media format, and with the right message.

Advisen recently conducted research across our database of commercial insurance professionals that can help you shift into the new arena. With over 1,400 responses we know where these buyers, brokers and underwriters go to stay informed and get information, and that's where you want to be. The results presented below may surprise you.

### **FRICION-FREE MARKETING PRINCIPLES FOR 2010:**

Relevance & Engagement are key – You must properly match the medium and the message.

Reach is crucial - If your target message isn't reaching the right target, you've wasted some scarce budget dollars.

High quality unique content is the holy grail – Substance trumps flash and your customers know it.

Community building, exchanges and social networking create interactions that give you a distinct advantage.

Understanding behavior and the buying process allows you to target and message effectively.

Integrated multi-faceted communications solutions engage your target with your brand.

### **MAKE YOUR MARKETING A WELL-OILED MACHINE**

Whether you're looking for branding or have a specific goal in mind, we help you shift and market more effectively. First, we're different. We're growing and we're attracting attention. We are not the same old set of mediums.

E-mail banners in relevant content, delivered daily to subscribers, is a great start and we still have some new powerful inventory available.

Sponsored white papers or Topic-specific Webcasts allow you to surround and engage your target in a meaningful way about something your target cares about.

Social Networking packages help you extend or get started building your community

Combining the above is the best formula for building trust and winning sales

**NEW!** Our new e-mail tower and banner positions in our daily push e-mails will be available February 1.

**CONSIDER A NEW SHINY APPROACH**

Schedule a call or meeting with Joan Kelly, Advisen's Director of Business Development, at 508.758.3111 or [jkelly@advisen.com](mailto:jkelly@advisen.com) to discuss alternatives to rusted-over marketing plan. Or if you'd like to see a copy of our research. We want to make your investment in marketing contribute to the profitability of your company in 2010.

Have a Great Marketing Year in 2010!