

## TRUSTED CHOICE®. PARTNERSHIP OVERVIEW



TRUSTED  
CHOICE®

**Assist:** Assets to aid independent agents in their sales and marketing efforts including training, services and support to increase digital advancement.

**Digital Reviews** – Comprehensive review of agencies digital presence including website and social channels, making sure the agencies online customer experience is optimized and follows best practices. \*One of our top requested resources.

### Continual promotion of content and trainings

- Provide agency's with relevant graphics, videos and articles for their websites, blogs, newsletters, social media channels, etc.
- Power of Thirty Seconds (Customer service phone training) and Advertising 101

### Launch of partnership with web.com - \*New for 2019

- Powerful, conversion-centered websites to help agencies grow

**Brand:** Highlight the voice of Trusted Choice independent agents by showcasing the unique value offered through national campaigns, state and local promotions, digital and cause marketing.

### Development of New Member Co-Brand & National Marketing Campaigns - \*New for 2019

- Refresh of brand campaign for full suite of deliverables from digital to video assets.

### State and Local Brand Marketing

- Localized consumer marketing of the brand within local markets.
- 29 states participated in FY19. Estimated Consumer Impressions: 30M+

### Cause Marketing via Make-A-Wish Foundation (MAW)

- State Grants – 29 local grants supporting events and brand activations with expected consumer impressions: 750K+
- Summer Consumer Brand Campaign: Redesigned campaign for further engagement – currently running through October 2019.

**Connect:** Support SEO and consumer traffic generation efforts via TrustedChoice.com and promote Advantage Subscriptions to members.

### State and National SEO support

- State SEO Traffic: 1.2M+ consumers

### National Brand Campaign

- Shift to digital focus boosting direct traffic to TrustedChoice.com with over 250k unique consumers

### [trustedchoice.com/agents](http://trustedchoice.com/agents)

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Empowering Trusted Choice® Independent Insurance Agents.

