



The GAMA Foundation's *Reaching the Right People*

Local marketing practices that successful field organizations use to give themselves and their producers an effective route to productivity and success.



Planning

"One of the most valuable things I do is strategic planning. I ask myself where we really want to be in three years or five years, or even in 10 years, versus where we are now. What do I want the firm to look like? Once you come up with those goals, you can create initiatives. That's the best thing we've ever done. We started doing strategic planning about 25 years ago and do it religiously every year."



Develop Strategic Marketing Plans

- Situation Analysis
- Marketing Vision and Strategy
- Budget

Develop Annual Marketing Plans

- Sales Objectives
- Annual Marketing Initiatives

Develop and Support Producer Marketing Plans

- Start With the Producer's Goals
- Bring Marketing Expertise to the Table
- Use Standard Processes and Templates

Target Marketing

- Recruits and New Producers
 - Analyze project 100
- Established Producers
 - Analyze book of business
- Sales Teams
 - Important when targeting an industry
- Recruit to a Target Market
 - Identify a strong individual or organization in the market you want to enter



Creating Awareness

"I would say that the value the agency provides to producers is a reputation in the ... community of being a high-quality professional organization with quality agents and quality products. ... I feel like I'm the keeper of the store when it comes to our image in the area, and that has a lot of impact on the large sales – more impact than most agents either will admit or are aware of."



Local Brand Identity

- Determine the Image You Want To Project
- Build On the National Brand
- Communicate It In the Local Community
- Impact Year 1 — But 10 Years to Fully Achieve



Community Involvement

- Volunteer
- Join Organizations Based On Mission, Market
- Be A Resource To Your Community
- Give Time, Give Money
- Can't Find the Right Group? Start It!

Local Advertising

- Cost-Justify: Know Your Purpose and Market
- Use Different Media
- Track Results

Attracting Customers

"There are a lot of retention issues out there, but the primary one for people who weren't able to make it in this business, it's because they weren't able to generate adequate names that they had access to. If you can't get referred leads, you can't make it in this business."

Event Marketing

- Client Appreciation Events
 - Exhibits, sports events, open house, wine tastings, etc.
 - Detailed planning (pre, present, post)
 - Post-Event follow up — Critical!
- Trade Show Booths
 - Select based on target market
 - Get contact information and follow up

Alliances with Professional Firms

- Firm-to-Firm Relationships
 - Receptivity and due diligence
- Referral Relationships
 - Provide referrals first!
- Producer-CPA Partnerships

Relationships with Other Organizations

- Life – P&C Relationships
 - Life agent works in the P&C Agency
- Wirehouses, Community Banks, Credit Unions
 - Producer becomes employee
 - Producer becomes dedicated agent
 - Producer is specialty expert and works referrals

Seminar Selling

- Choose Right Audience, Attract Participants
- Choose Content and Speakers
- Manage Logistics
- Determine Cost-Benefit Ratio

Direct Marketing

- Mortgage Leads
 - Protecting home versus life insurance
- Direct Mail/Email
 - Target markets
 - Policy-owner subgroups
 - Marketing your seminars
- Newsletters
 - Branding, name recognition, good will
- Call Centers
 - Follow up on direct mail
 - Generate leads
 - Contact existing clients
 - Book appointments

Referral and Word-of-Mouth Marketing

- Producers Ask Only 29% of the Time
- Receive Referrals Only Half the Time They Ask
- Your Opportunity: Create Processes, Provide Training and Support!

Maintaining a Customer Base

"I'm trying to make it as easy as possible for people to communicate information on their new prospects because, as a firm, we want to capture that. We want to monitor all of our reps' business, their prospecting business, because we don't want things to slip through the cracks, and if reps leave, we want to have that information. We can give those prospects to another person on the team...."

Client and Prospect Database

- Activity Management
- Seminars and Events
- Follow Up on Direct Mail Campaigns
- Event Registrations

Book of Business Marketing

- Cross-Sell to Existing Clients
- Annual Reviews
 - Consider junior associates on sales teams
- Orphan Policyholders
 - Assign to specific person
 - Require strict documentation of outcome

Marketing Organization

"So when you're hired, we're going to say to you, 'By the way, let me show you all the stuff we have in marketing for you. That's not free. That's \$125 a month. And after a year, we're going to bill you that every month.' And everybody's usually okay with that because they recognize how much they get for the money they spend. Obviously, you're spreading the cost."

Marketing Department

- Marketing Director or Manager
 - Organize all marketing activities
 - Identify and inventory materials
 - Develop marketing processes and templates
 - Ensure compliance approval
 - Market their services and materials internally

Marketing Budget

- Identify Marketing Expenses
- Decide Who Pays
- Determine Marketing Budget (Percent of Revenue)
- Investigate Outside Funding Sources

Let the GAMA Foundation's *Reaching the Right People* help you enhance your business through local marketing programs.

- Learn the practices of highly productive field leaders by reading the guidebook or listening to the audio guidebook on CD.
- Use the worksheets and action plans to detail specific tactics to build your marketing programs.
- 20% Discount on Products Bought at LAMP 2008.
- 80% Discount for GAMA Foundation Contributors
