

Insurance Focal Points

Why focus on the Insurance Market?

Currently, there are over 5,000 insurance carriers located in the United States, accounting for annual revenue of over one trillion dollars. Most of these insurance carriers have multiple branches of agents and brokerages selling their products, with hundreds of agents across the United States. In fact, there are an estimated 450,000 agents located in the U.S. selling all forms of insurance policies including: life, home, auto, disability, annuities, medical, dental and many others. These 450,000 potential customers need cost-effective vehicles to promote their general business and the dozens of policies they are trying to sell. Despite the struggling economy, families and businesses will continue to purchase insurance but with a new focus on the most cost-effective policies from an agent they trust. Because of this change in consumer behavior, insurance companies should use advertising and promotion now more than ever. Some large insurance carriers continue to advertise with expensive national television ads; while other agents and carriers are working to stretch marketing dollars using less expensive forms of advertisement, including promotional products on a national and local level.

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Proven Sellers in the Insurance Market



Promotional Ideas for the Insurance Market

- **Build brand recognition with a slogan**— Brand recognition and a memorable slogan are often key elements to the success of an insurance company. Get the message to thousands of potential clients by promoting a creative company-wide slogan on a branded writing instrument.
- **New Product Promotion**—As insurance companies continue to find ways to attract potential clients, new and creative types of policies are developed each year. Promote the latest and greatest products to current and potential customers with an imprinted pen.
- **Introduce an agent or independent insurance representative**—Whether opening a new local branch, changing contact information or just looking for additional clients, use an imprinted writing instrument for direct mail programs, golf outings and many other community events that will quickly reach the masses.
- **New client gift**—Anyone who has purchased an insurance policy knows that there is an extensive amount of paperwork. An insurance provider should be prepared with an elite customized pen for their client to use while completing the necessary forms and as a thank-you gift.
- **Sales call**—Use an imprinted pen with agent's name, company name and contact information as a sales call leave-behind to prospective customers.