

“Do we Really Need the Marketing Budget?”

10 Ideas to Drive Value from the Marketing Division

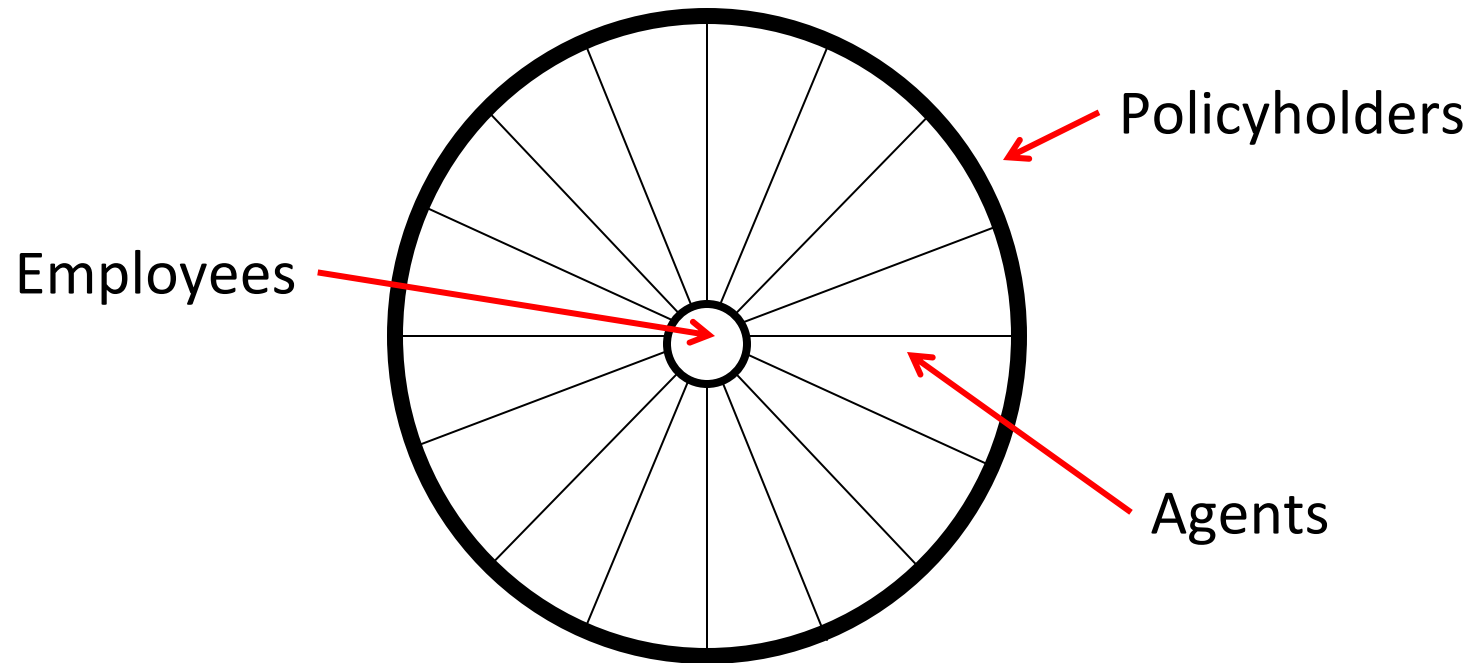
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Motivate the Mailroom

- All great marketing starts from within

Joint Marketing and Underwriting Seminar



Motivate the Mailroom

- All great marketing starts from within
- Make sure your message is supported by the entire organization

Brainwash the CEO

- Know your CEO's background
 - Marketing
 - Finance
 - Underwriting
 - IT
- Can the CEO champion your message?
- Make sure the CEO joins in the fun

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Dump your Advertising Agency

- Duplicate creative efforts where allowable
- Maximize talent across the organization

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Poach for Public Relations

- Leverage existing relationships
- Promote others to get your exposure

Tweet where the birds are nesting

- Know where your agents/customers interact
 - Facebook, Twitter, YouTube, Flickr
- Customers don't trust us, let them talk
- Develop promotions that drive connects
- Be real...like they are
- Don't rely on one channel
- Don't let old people run your social media campaign

Fly the coop

- Increase face to face contact
- Engage Underwriters, IT, Executives, Auditors
- Return to basics

Ramp up agency and partner co-op

- Let them do your advertising for you
- Offer non-traditional options
- Keep it simple

Translate your textbooks

- Take what works internally and offer externally
- Expand to include agents and policyholders
- Drive value to more than one target

Translate your textbooks



Brand what you've already built

- Identify where you add value to the agent/policyholder
- Realize the value through branding

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RISK MANAGEMENT
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RM
en español
Builders Mutual®

Builders Mutual®
INSURANCE COMPANY
Where Builders Come First®

Get the credit you deserve

- Does your entire organization know what you do?
- Market the message internally
- Engage the Executive Team
- Communicate often
- Let others promote your value