

# Connections

Thinking on What's Important



## Build Marketing Materials That Make You Stand Out



Here are a few tips to help your firm start the process of developing marketing material that will set you apart. One of the keys is to determine what kinds of things get you noticed. The reality is most firms that are growing are already doing this. So get to work, the sooner the better.

1. What kind of firm are you? - Materials need to reflect who you are, your values, experience and services.
2. What is your goal? - What exactly do you want to convey to your customers? Who is your target market and what are their business issues?
3. What will your materials look like? - Determine the style of your materials. How many pages? Color and branding need to be addressed as well.
4. What type of content will you include? - What you say and how you say it will be critical. Usually one page is best, unless it is technical in nature.

Marketing materials present the face of your business to potential customers and the rest of the world, so make sure they're telling the story you want to tell. Make sure you have an adequate variety of materials to tell your story in every important venue.

## Did You Know?

*81% of insurance firms don't have professionally written marketing materials*

*79% of agencies don't use social media to sell their product*

*74% of agencies don't have a formal sales plan*

*76% of front line sales managers have never been trained*

## Services Offered By Connect Consulting

- Proposal development
- Newsletters & whitepapers
- Vision, mission and goal setting
- Leadership training and planning
- Agency operational consulting
- Written procedures and job descriptions
- Carrier development
- Blog development and content
- Social media integration
- Web page content
- Sales toolkit development
- Internet based drip marketing
- Risk management services to clients
- Access to pre-formatted forms and reports

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