

# Leveraging Marketing Channels for Insurance and Financial Providers

## The Question

As an insurance provider, how easy is it for your agents to execute marketing campaigns? Do they have direct mail lists, email templates and print ads available at their fingertips to use and execute at any given moment? Do they have to go through corporate marketing for even the tiniest website changes made to their microsites? How easy is it for them to pull together presentations for their next big face-to-face client meeting—or even a logo or a sales letter for that matter? If you find yourself shaking your head, you are not alone.

## Industry-Wide Challenges

Thousands of insurance providers across the nation are caught in a communications crisis. With a myriad of marketing channels available today to deliver your message and an overwhelming supply of vendors to provide these channels, a total disconnect can occur at any given time. If the right hand doesn't speak to the left hand, messages from the top down, between agents and most importantly, outward—to local consumers—are inevitably inconsistent. With an unreliable marketing system in place, compliance is impossible to control and the potential to gain uncaptured sales is ultimately lost.

### Marketing Channels Leveraged by Insurance Providers:

- E-Mail
- Direct Mail
- Print Ads
- Brochures
- Website/ Microsites
- SMS / Mobile
- Social Media
- Event Planning
- Webinars
- Presentations
- Call Centers

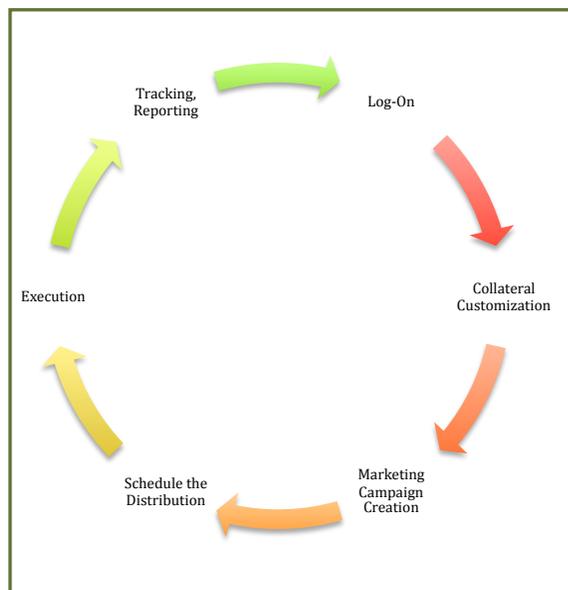
## Why Distribion?

The marketing communications challenges faced by many insurance and financial institutions—where many field offices, branches and agents co-exist together under one umbrella—can be resolved with one simple marketing solution: Distribion's Distributed Marketing Platform (DMP).

Distribion is a leading provider of on-demand software customized for each corporate brand and used to integrate a variety of marketing channels together by leveraging suppliers and managing them all on one single platform. It is the only proven distributing marketing program for insurance and financial providers on the market today. Companies such as ING®, AEGON®, Lincoln Financial Group® and HUB International® are utilizing Distribion's integrated technology to give them a competitive edge.

## What Does the Distribion DMP Do?

The Distribion Distributed Marketing Platform is a robust marketing tool that empowers corporate marketers, as well as every entity in the field, to interact together to plan a variety of marketing strategies. After safely logging on to the user-friendly, customized user-face, one is able to create, localize, plan, manage and execute marketing campaigns across a variety of channels while maintaining brand standards and compliance in a secure planning environment. From customized brochures and direct mail distribution, to personalized email templates and winning sales letters, Distribion has the industry's most effective marketing tools built into one all-encompassing system.



## What is Included in the Distribution DMP?

Your agents desire to have a marketing solution all in one place—readily available—so they can get on with business. A place where they can plan a marketing strategy for whenever they want—without worry and without the hassle of having to design a brochure, research a marketing vendor or figure out how to execute the campaign. Consider everything our dynamic system has to offer:

Online Marketing Studio	On-Demand Print Studio	Sales Enablement Tools
<ul style="list-style-type: none"> <li>• Email Marketing</li> <li>• Web and Microsites</li> <li>• Forms and Surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Brochures and Print Ad Storefront</li> <li>• E-Commerce System for Ordering Materials and Campaigns</li> <li>• Inventory Management of Materials</li> <li>• Multi-Vendor Management</li> </ul>	<ul style="list-style-type: none"> <li>• Brochure Builder</li> <li>• Presentation Center</li> <li>• Education Center</li> </ul>

With each and every system, we provide:

<b>Access Management</b>	A single, sign-on, full permission management system.
<b>Asset Management</b>	A repository of all marketing assets including written content, advertising collateral, logos, branding, etc.
<b>Dynamic Content Assembly</b>	User-friendly, changeable templating to allow personalization and local customization of each piece.
<b>Campaign Management</b>	List management (email and USPS addresses) and campaign automation and delivery.
<b>Reporting and Measurement</b>	Dashboards that include campaign reporting, user activity and usage across the brand.
<b>Output Management</b>	Ability to manage execution across multiple marketing channels.

## Optimize Your Strategy Today

Optimize the full potential your company has to offer. Whether your agents are selling life insurance or annuities, they have one consistent goal in mind—to reach out to existing customers and claim new ones. Increase the marketing efficiency to your network of agents by 40% by offering a leveraged marketing solution through Distribution. Your agents and your local brokers will thank you.