

Innovative Insurance Agency Marketing Drives Continued Growth



HISTORY

Power Auto Insurance has recently gone through an extensive reorganization. The corporate office in an effort to grow has purchased the business of several smaller independent agents.

With the right mix of products and services in place and extensive industry expertise, the company was ready to focus on growing the business.



CHALLENGE

However, several obstacles stood in the way: an outdated and very basic website which gave prospects a poor first impression; a lack of relevant content and collateral; little emphasis on unique and innovative group programs; and a dated sales and marketing program. To expand their client base, Power Auto Insurance would have to invest in significant marketing upgrades and implement a new lead generation methodology.

SOLUTION

Power Auto Insurance reviewed several marketing companies and ultimately selected Radix Promotions and Marketing (RPM) a state of the art, marketing services firm. RPM's senior team laid out an all-inclusive, web centric and cost-effective solution. First, Power Auto Insurance's website was completely redesigned and launched within 30 days.

RPM then interviewed a dozen Power Auto Insurance clients and created professional and branded client testimonials which were immediately published to the website. These testimonials provided the sales staff with a compelling and up to date reference library to share with prospects. Concurrently, all website and collateral content was reviewed and updated.

As these initial steps came to conclusion, RPM deployed a new eMarketing and web seminar lead generation campaign. RPM developed a targetted email list, then created a compelling web seminar topic and invited the executives to attend - the strategy was an instant success. Power Auto Insurance was rewarded with a tremendous 5% web seminar registration response – instantly jumpstarting their pipeline with in-profile prospects, showcasing Power Auto Insurance as an industry thought leader.

CASE STUDY

Outsourcing their marketing efforts to the experts at RPM allows Power Auto Insurance to take advantage of superior talent at a cost effective rate. The highly skilled RPM team uses state of the art marketing tools and consistently generates compelling results. Our job is to make clients more efficient and successful by leveraging web centric marketing programs at a very affordable cost.

RESULTS

- 18,000 Emails Sent
- 550+ Web Seminar Registrants
- 320 Web Seminar Attendees
- 30 Appointments Set
- 10 Quoting Opportunities
- Over \$300,000 commission revenue

ABOUT RPM

Radix Promotions and Marketing (RPM) is a full-service branding and integrated marketing communications agency that serves business-to-business and business-to-consumer clients. The Agency's core deliverables are brand/business strategy, outstanding creativity and innovation delivered across an integrated, multi-channel marketing communications mix – underscored by a focus on achieving the metrics that move our clients' businesses.

For more information on how RPM can surpass your expectations contact a member of our sales team at 800-505-9503.