

Trusted Choice[®] RESOURCES



CONTACT US: trusted.choice@iiaba.net

www.trustedchoice.com/agents

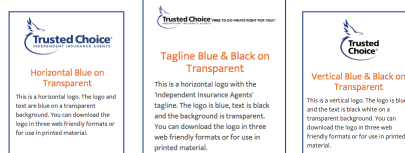
Trusted Choice[®] is designed to amplify Big "I" members local marketing and highlight the value that independent insurance agents bring to consumers. As a valued company partner you can share these materials that will benefit your agents' businesses and in turn, their bottom line.

Learn more about our branding resources below, and discover our robust training programs, on the back.

BRANDING RESOURCES

Trusted Choice Logo

Showcase your partnership by including the Trusted Choice logo in marketing materials.



Customized Advertisements

Let us customize a campaign ad to include your branding and logo in a format of your choice such as our Distracted Driving Campaign. These Trusted Choice marketing materials can also be used for agents.



VIDEOS



PRINT ADS



EMAIL BLASTS



DIRECT MAILERS



Content to Share

Agents can access our database of premade consumer marketing materials including articles, images for social media or infographics to share with potential and current clients.



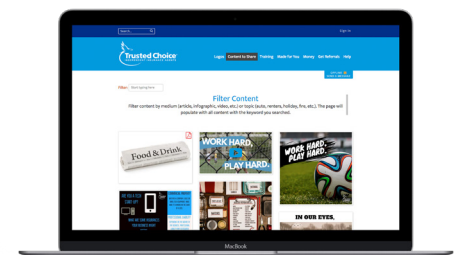
SOCIAL MEDIA GRAPHICS



ARTICLES



INFOGRAPHICS



WE'RE EMPOWERING THE EXCEPTIONAL

Help your agents gain a competitive edge through our education-rich training programs, reimbursement benefits and referral support initiatives.

TRAINING PROGRAMS

Advertising 101

This online training offers step-by-step strategies for agencies to create the right message, form a plan and create the perfect pitch!

- ✦ Advertising 101 is a nine-part series designed to help agents understand, design and execute a successful advertising campaign.



Digital Reviews

In a an ever-evolving digital world, agencies need to stay on their game.

- ✦ Our Digital Reviews provide a one-on-one consultation and detailed report of agencies websites and social channels.
- ✦ Agents can gain insight from improving the digital customer experience, maximizing impact to how to optimize for SEO, as well as a review of all of their social media outlets. They'll walk away with an actionable report that spells out the next steps.
- ✦ Trusted Choice staff is happy to do reviews for a group of your agents or help to promote this benefit to your agents. We have even done live presentations at events.



The Power of 30 Seconds™

A training series designed to help agencies maximize the experience when customers call an agency on the phone.

- ✦ The training has three sections that focus on work-flow, soft skills and automation.



Looking for something else? We are happy to discuss other opportunities or customize materials for you to maximize our partnership.