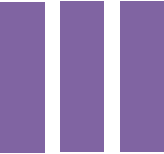


# Trusted Choice National Brand Update

---



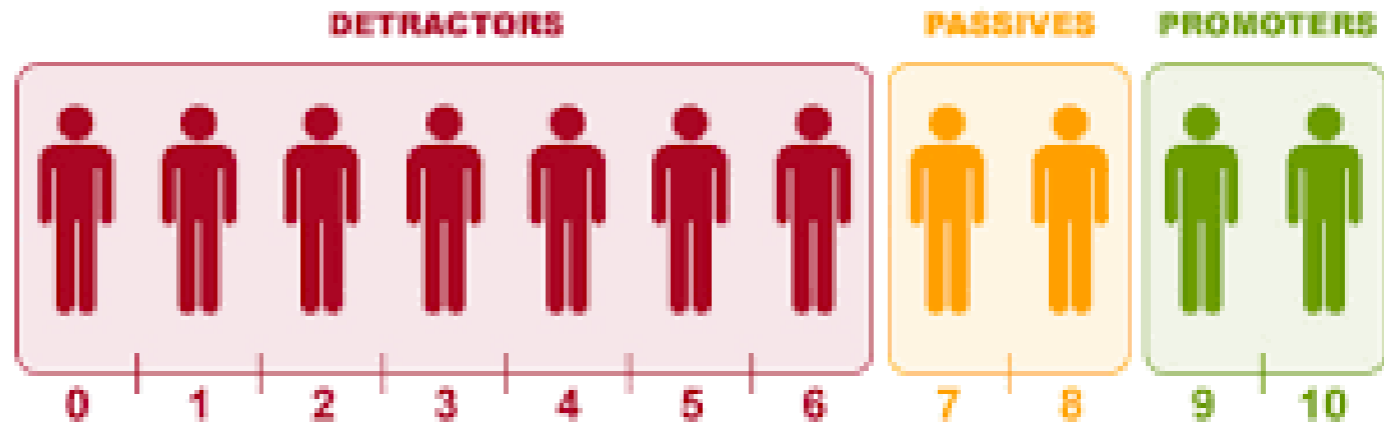


# Trusted Choice Board 2020-2021

<b>David Walker, Chair</b>	<b>MI</b>
<b>Bob Rusbult*</b>	<b>IIABA</b>
<b>Tara Purvis</b>	<b>KY</b>
<b>Scott Stanford</b>	<b>NJ</b>
<b>Robbie Moore</b>	<b>GA</b>
<b>Clinton Graham</b>	<b>MS</b>
<i>Jeff Schlitt</i>	<b>FL</b>
<i>Brian Harrison</i>	<b>MO</b>
<i>Cindi Gresham</i>	<b>TN</b>

# Net Promoter Score (NPS)

- 2019 Q3 - 71
- 2019 Q4 - 72
- 2020 Q2 - 69
- 2020 Q3 - 70
  
- Q4 Goal = 71



Net Promoter Score

=

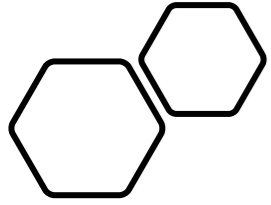
% Promoters

-

% Detractors



# Program Highlights



# Cobranding with Trusted Choice



**70%** felt that TC logo was recognized by consumers



**93%** felt use of the TC logo was beneficial to grow their business

*“The Trusted Choice logo provides a professional image and gives assurance that we are a trusted choice”*

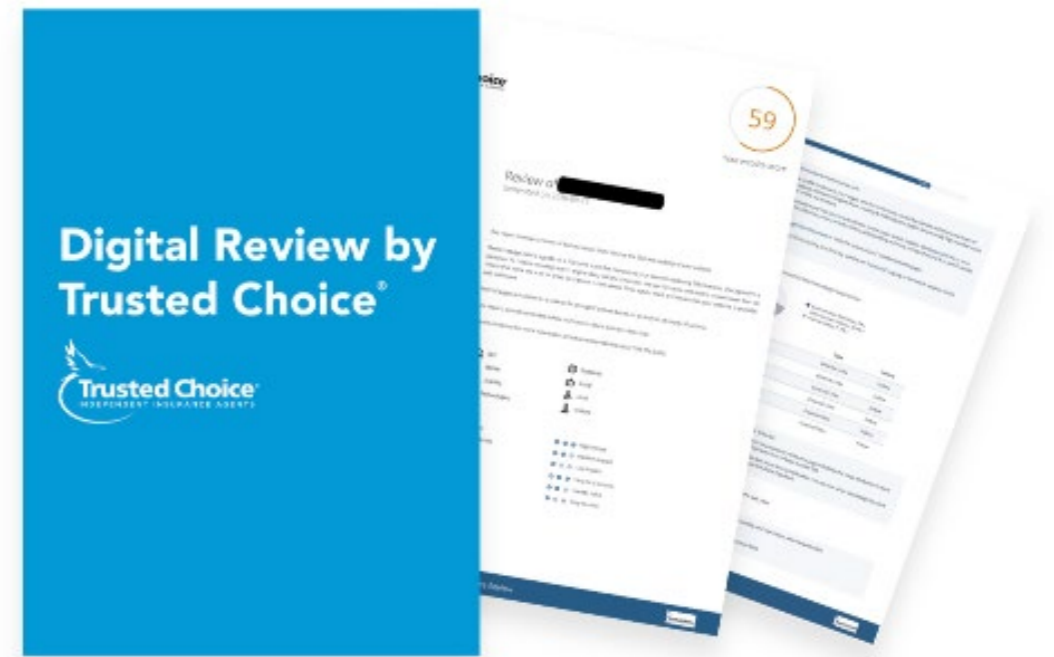
- Phillip Davenport

# Digital Review Program

**83%** of agencies implemented recommended changes to their websites

**92%** find the report easy to understand

*"We contacted Trusted Choice for their social media review and I couldn't be happier with the results."* – David McCormick



# Digital Review

*“It's great how I can get as many reviews as I need to continuously be updating my website. When you don't have coding and backend skills the multiple reports are awesome. The lay out of the report is super simple and they even attached links to help educate you when doing things yourself. I don't know what we would do if we didn't have the digital review help. The staff is very educated and are quick to help. If you are a trusted choice member and not using this service you're missing out.”*

*-Chance Powers*

# Customizations

**61%** said that by using these custom materials it got their agency more leads

**83%** would not have been able to develop ads without this service.

*“The trusted choice video talking about what an independent agent is was my fave. Content like this helps set agents apart from the big guys. The custom videos are amazing.” Phillip Davenport*



**Angie Finley Financial LLC**

**352-390-8771**

*angie@angiefinleyfinancial.com*

*angiefinleyfinancial.com*

**DOING  
WITH A NEW  
FEELS G**

I am your hometown  
Trusted Choice® insurance  
agent and I want to help protect  
what's important to you.  
#iamyourtrustedchoice

I am Independent.  
I am in your Community.  
I am your Trusted Choice®  
Independent Insurance Agent.



**RYAN P. CONWAY  
AGENCY, LLC**

*Providing insurance guidance for a 3rd generation.*

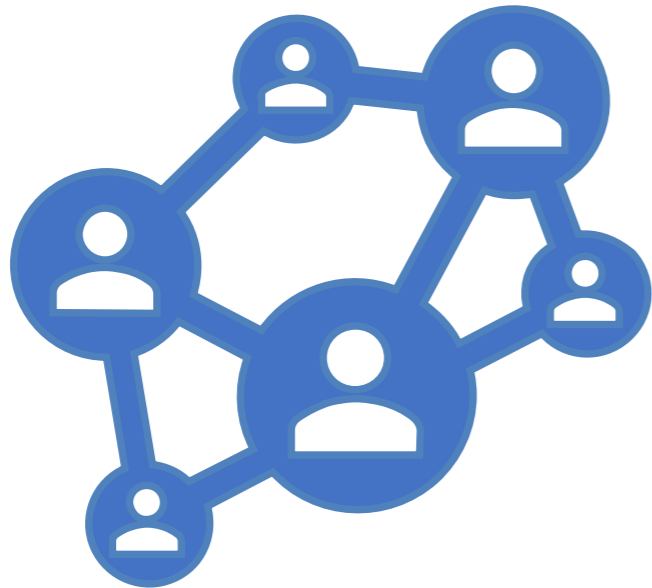
**Ryan Conway  
815-344-1600**

*ryan.conway@rpcagency.com*

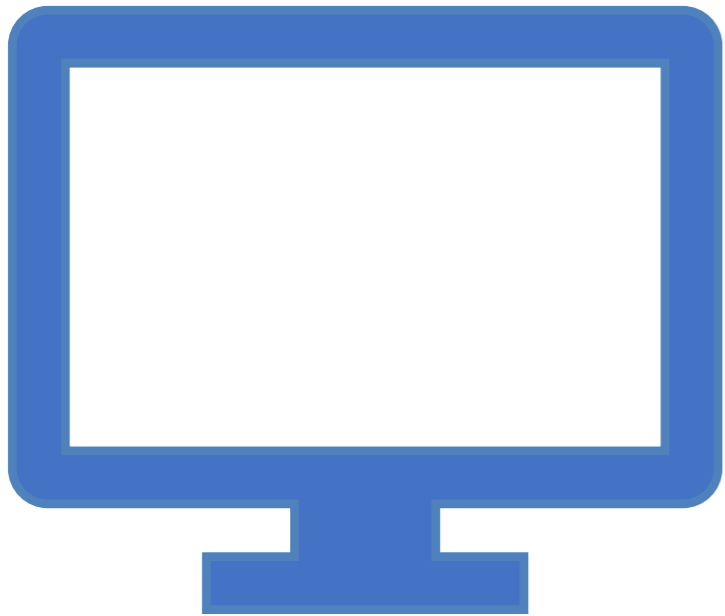
*www.rpcagency.com*



# Customizations



"Overall I think it's a great way to get our name out in front of potential clients and keep us at the top of mind for our current customers. It's an inexpensive way for our agency to have professional quality video production to use for our marketing. Thank You Trusted Choice!"  
– Justin Smith



# Preferred Website Providers

100% feel their new website is better than their previous one

100% said their new website will secure more leads and conversions for their agency

A large, dark blue ink splatter or blotch is centered on a white background. The splatter has irregular, feathered edges and contains several smaller, lighter blue spots and streaks. The text 'Grant Programs' is centered within the dark blue area.

# Grant Programs



# State Consumer Grants

# Make-A-Wish FY21

**Total Funding available: \$200,000**  
**All grants fulfilled – 29 Grants**



< **iianc** Independent Insurance Agents  
of North Carolina is in Marion,  
North Carolina. ...  
October 28 at 4:10 PM · ⚙️

Some of our amazing members were on hand for a special Wish Reveal with Make-A-Wish Central and Western North Carolina to help grant Waylon his wish for a new camper! Big thanks to Trusted Choice for helping make this happen!





# New Resources



## PRINT ADS

Both half page  
and full page



## DIGITAL ADS

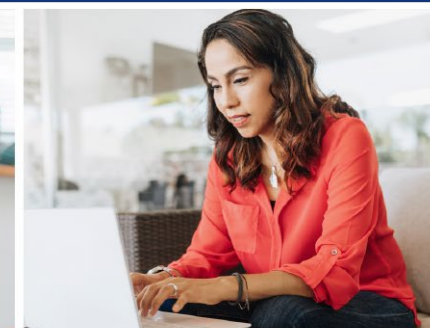
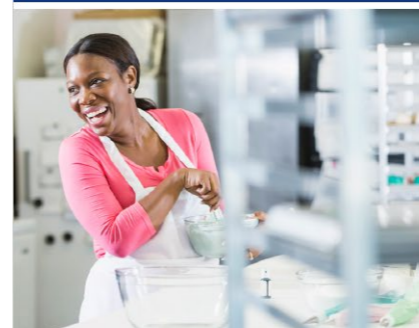
From banner ads to all  
social media platforms



## VIDEO

15- and 30-  
second options

WE'RE HERE TO HELP YOU TAKE CARE OF BUSINESS  
NO MATTER WHAT TOMORROW BRINGS.



From success stories to comeback stories and every chapter  
in between, we are always here to support your next steps.



[trustedchoice.com](https://www.trustedchoice.com)



**AGENT NAME**  
000-000-0000  
[agentwebsite.com](https://www.agentwebsite.com)

# New "Stronger Together" Advertising Campaign

In a time of uncertainty, one thing is still certain:  
Good advice... is always valuable.






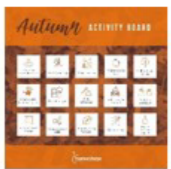


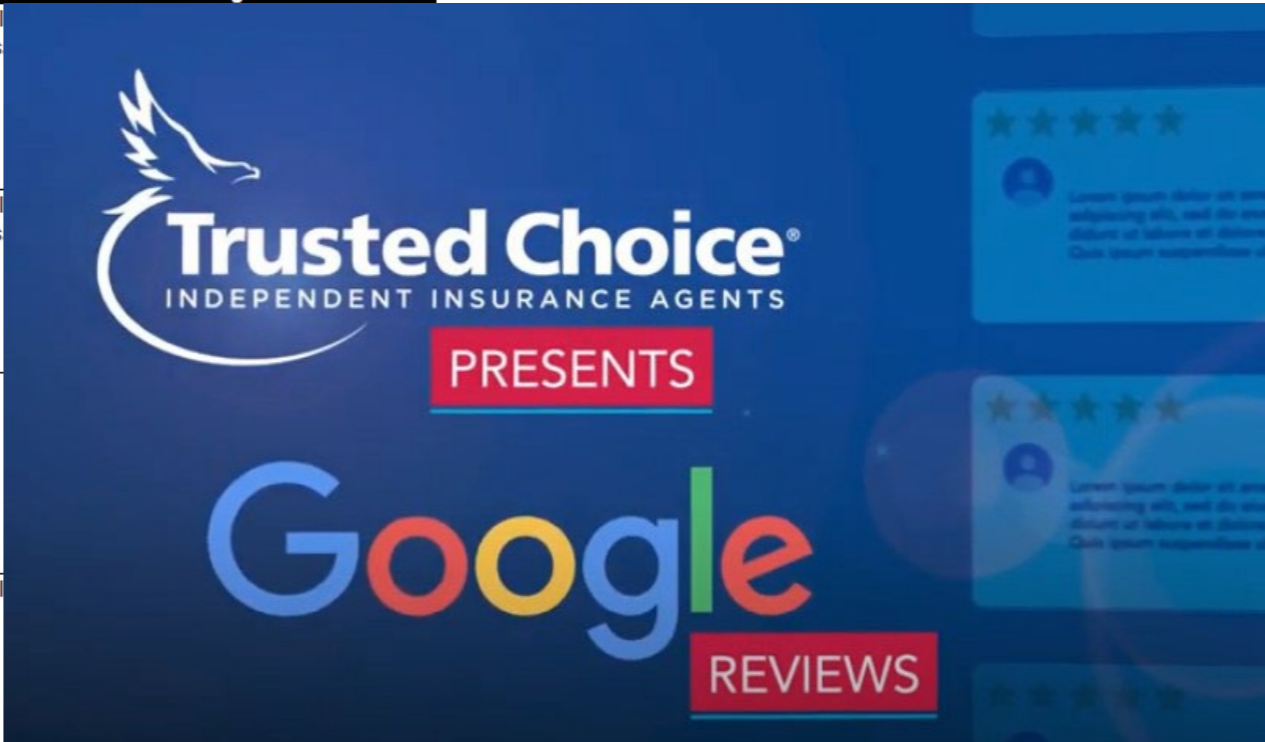
# HOW TO MARKET

## Your Agency Through a Pandemic





1-7	Post 1		Post 2	
Channel	Copy	Image	Link	Copy
Facebook	We're enjoying a lot of family time this November. 🍂 How many fall activities can you cross off?		<a href="https://cobrand.iiaba.net/content-to-share/fall-activity-board-square-template">https://cobrand.iiaba.net/content-to-share/fall-activity-board-square-template</a>	Have a late fall home DIY project planned? Stay s... while you work.
Twitter	We're enjoying a lot of family time this November. 🍂 How many fall activities can you cross off?		<a href="https://cobrand.iiaba.net/content-to-share/fall-activity-board-square-template">https://cobrand.iiaba.net/content-to-share/fall-activity-board-square-template</a>	Have a late fall home DIY project planned? Stay s... while you work.
LinkedIn	Your office may have decided remote work will be part of your business for a while. Have you considered how that might change your insurance needs?		<a href="https://cobrand.iiaba.net/content-to-share/remote-workforce-infographic">https://cobrand.iiaba.net/content-to-share/remote-workforce-infographic</a>	N/A
Instagram	We're enjoying a lot of family time this November. 🍂 How many fall activities can you cross off?		<a href="https://cobrand.iiaba.net/content-to-share/fall-activity-board-square-template">https://cobrand.iiaba.net/content-to-share/fall-activity-board-square-template</a>	Have a late fall home DIY project planned' while you work.



# On the Horizon for 2021

Marketing Blueprints for Agents

Customizable Animated Line of Business  
Explainer Videos

New Member Website Experience

New Campaign Big Picture – English &  
Spanish

Expanded digital marketing  
resources/training

# National Advertising



GENERATE AWARENESS & CONSIDERATION

DRIVE LEADS



CHANNELS

Custom TV Program  
& Commercials

Digital Video

Social Media

Paid Search\*

Retargeting\*



PROVIDERS



## 4 Custom Spots: 30 Seconds to Know Insurance - Business Lines:

- Protecting your Online Business
- Remote Workforce
- DIY: Remodeling & Risk
- RV – Summer Travel



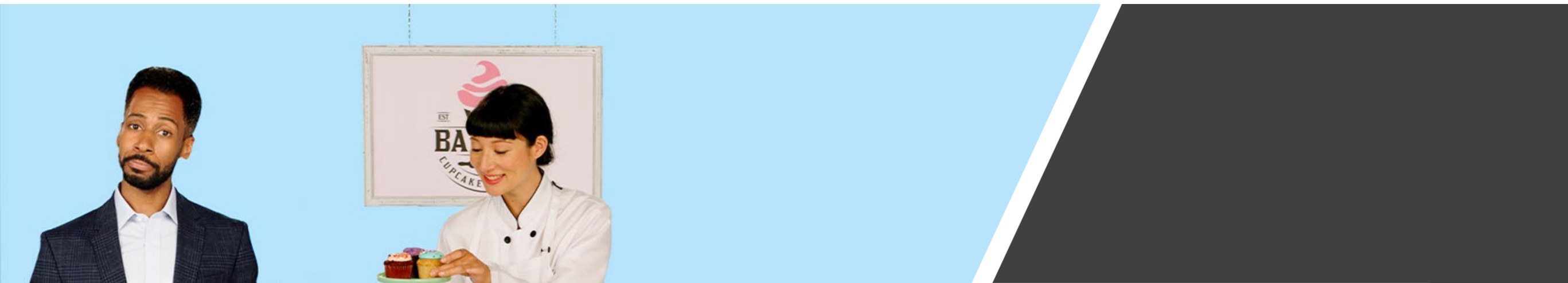
A screenshot of a CNBC article page. At the top is the CNBC navigation bar with links for Markets, Business, Investing, Tech, Politics, and CNBC TV. Below the navigation is a search bar and a "SIGN IN" button. The main content area features a video player with the title "Business risks to avoid with an increasingly remote workforce" and a subtitle "RISK EXPOSURE TO CONSIDER". The video player shows a person working on a laptop with the text "CYBER LIABILITY ON EMPLOYEES' PERSONAL DEVICES" overlaid. Below the video player are social media share buttons for Twitter, Facebook, and LinkedIn. To the right of the video player is a "Related Videos" section with two video thumbnails. The first thumbnail is titled "Online business is booming. Here's how to protect yours" and the second is titled "Here's how to protect your home and DIY remodel".

4 Custom Spots:  
30 Seconds to  
Know Insurance-  
Personal Lines





# You do You Campaign







**FY20 MEDIA  
RESULTS**

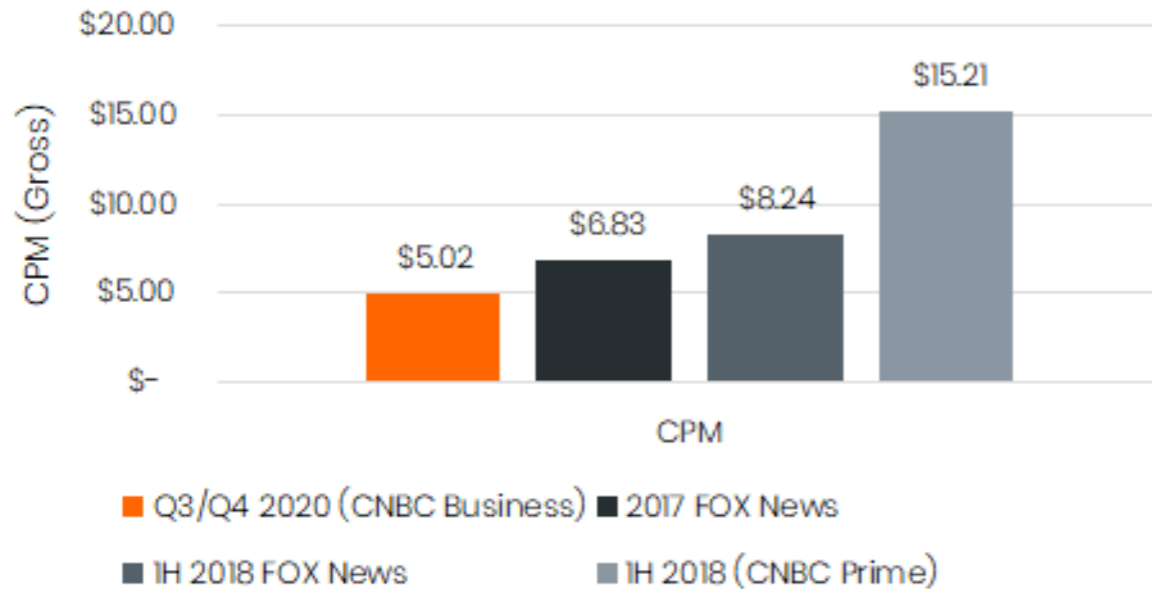
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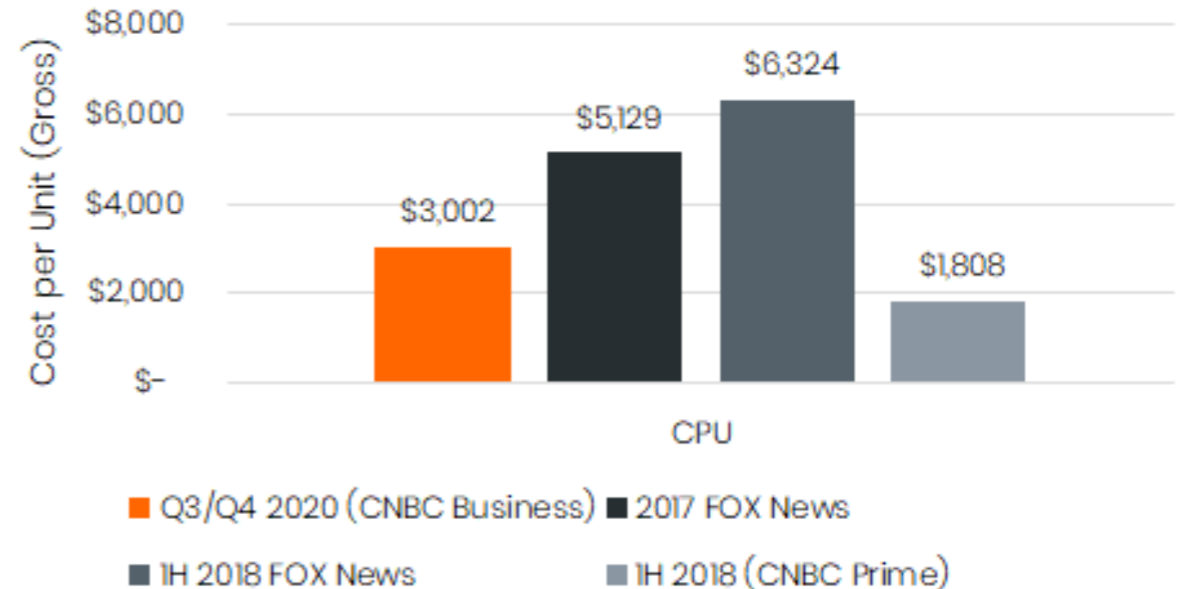
# TOPLINE RESULTS

- **+152MM Impressions**
- **+100k consumers** to TrustedChoice.com

### Average CPM (Gross) by Campaign



### Average Cost per Unit by Campaign

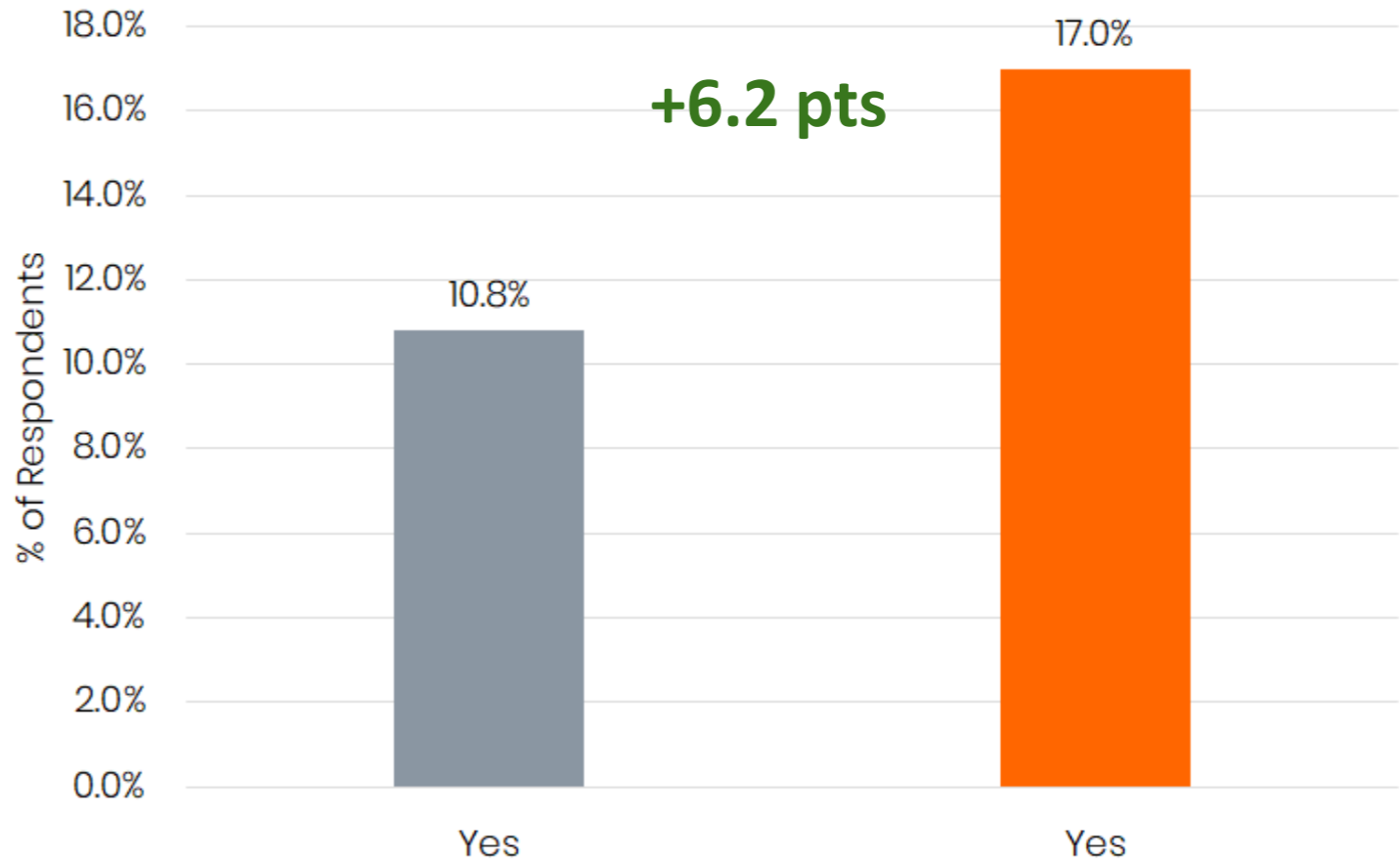


## ACHIEVED PRIMARY GOAL OF INCREASED AWARENESS

*Q: Have you ever heard of Trusted Choice independent insurance agents?*

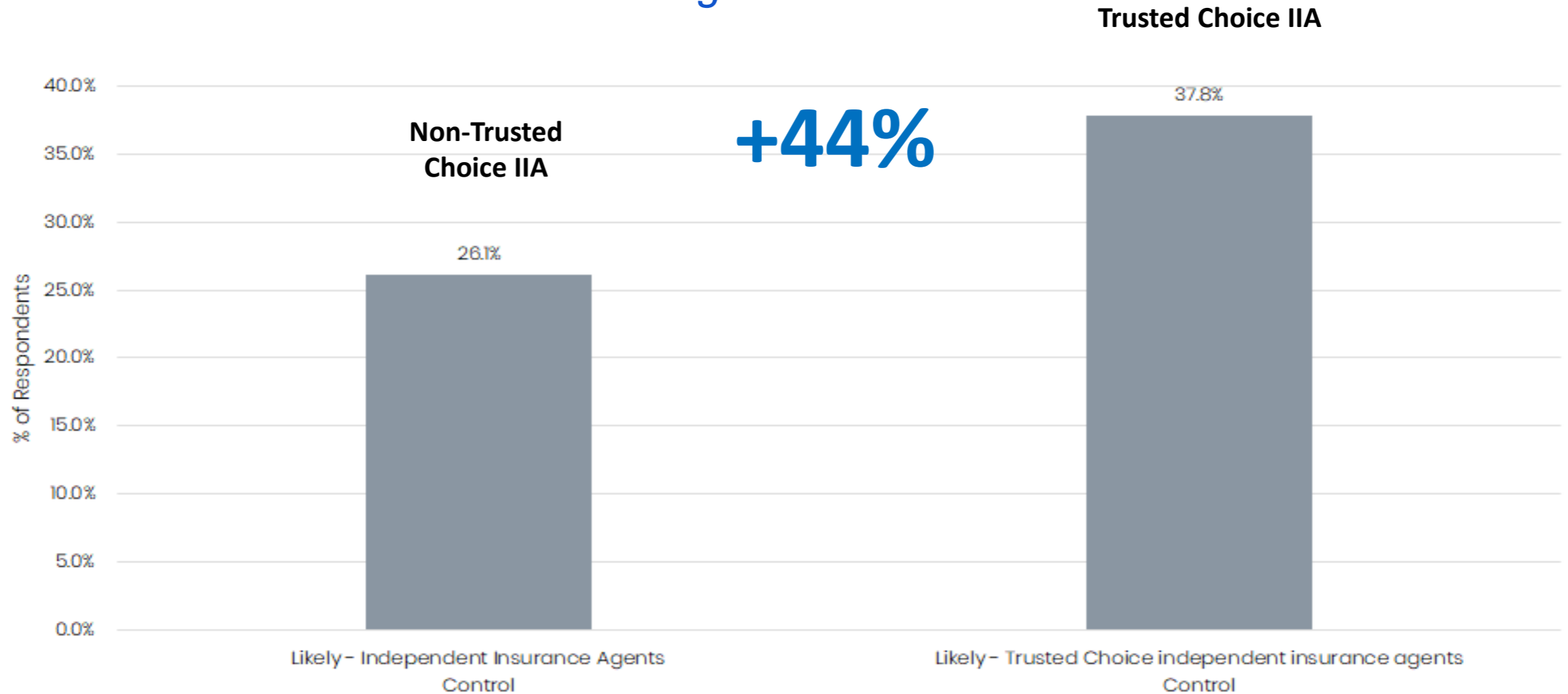
Exposed respondents were 57% more likely to have heard of Trusted Choice independent insurance agents than the control audience.

This 6.2 point lift (17.0% - 10.8%) exceeded the Comscore benchmark of a 2.4 point lift.



# TRUSTED CHOICE BASELINE AWARENESS IS STRONG

*Q: How likely are you to recommend the following types of insurance agents?*



# SIGNIFICANT IMPROVEMENT IN TC AGENT ATTRIBUTES

*Q: Please indicate how strongly you agree or disagree with the following statements about Trusted Choice independent insurance agents, specifically.*

	Lift
Trusted Advisors, especially as my needs change	+18.8 pts
Are active, involved members of the community	+16.8 pts
Offer options that are right for me	+13.6 pts
Offer <b>customized options</b> to fit each customers specific insurance needs	+26.5 pts

*Note: Lifts referenced represent data sets that have achieved a 90% statistical significance level.*



20%

Star Light, Star Bright  
Let's All Make this Star Ignite

(\$99.5K Remaining)

Trusted Choice® will donate up to \$100,000



Make-A-Wish

**ENSURING HOPE | ALIGNING STARS**

Trusted Choice® Independent Insurance agents are dedicated to protecting and cherishing what people value most.

Our 10-year partnership with Trusted Choice® has ensured that the most valuable of assets, the wishes of children with critical illnesses, will be nurtured and protected.

Each child's wish shines as bright as a star. And, with your click, you too can help ensure that these stars will align, creating a constellation of hope.

FOLLOW US:



# 2020 Make-A-Wish Campaign

# Key Accomplishments



Increased campaign reach by **180%**  
from 430k impressions in 2019 to **1.2M**  
in **2020**

Increased campaign engagement by  
**18%**







# Updated Trusted Choice Brand Website



**BIG** 

ABOUT

SUPPORT

BLOG



REQUEST DIGITAL REVIEW

Content To Share

Marketing Campaigns

Resources & Training

Programs & Services



# Amplify Your Local Marketing

Get access to materials that will benefit your business, provide you with consumer leads, and enhance your bottom line.

GET STARTED

SECOND OPTIONAL CTA



Chat

# Featured Trusted Choice Resources

[View All Resources ›](#)

Top Resource  
Branding Tools

Customize a Campaign

Get Content

New  
Enhance Your Phone Skills

## Branding Tools

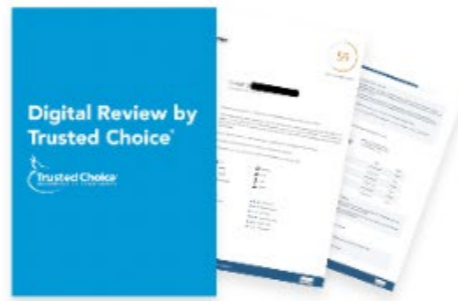
From logos to custom campaigns, Trusted Choice brand resources can boost your business.

### Use the Trusted Choice Brand

Connect your Agency brand with the National branding power of Trusted Choice by accessing a variety of logo options for use on website, print, and other marketing efforts.



[VIEW LOGOS](#)



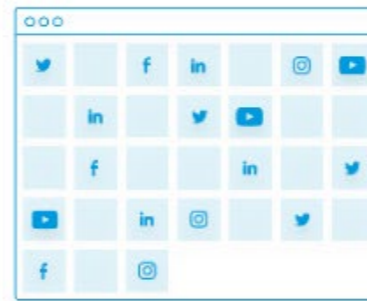
## Digital Review

Is your website fully optimized?

Are you utilizing social media effectively?

You will receive an actionable report that gives you detailed feedback on how you can improve your online presence and reach more customers.

[LEARN MORE](#)



## Social Media Calendar

Let Trusted Choice help you plan out your month of marketing posts using our Social Media Calendar.

[VIEW CALENDAR](#)

[DOWNLOAD CALENDAR](#)



**“Wow, I can’t believe how much this report helped me identify easy areas on my site to fix! A testimonial quote from a client who found the Digital Review successful.”**



Firstname Lastname  
Insurance Agency



## Thank You Trusted Choice Company Partners

A of Minnesota and Iowa

Acadia Insurance Company

Allstate Independent Agents

American Risk Management Resources Network

EMC Insurance Companies

Encompass Insurance

Encova (Formerly Motorists Insurance Group)

Foremost Insurance Group

Franklin Mutual Insurance Company

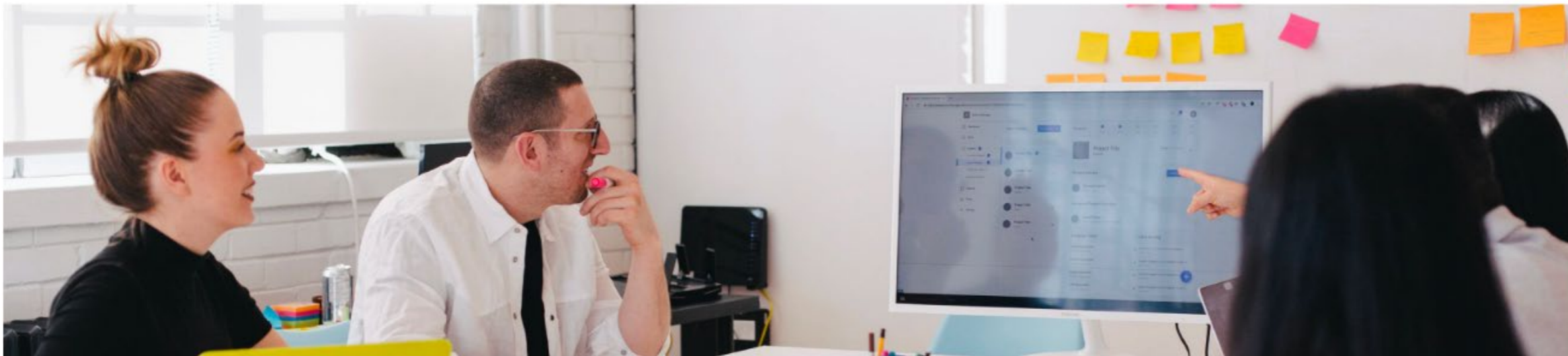
MMC Insurance

Mutual Benefit Group

The National Security Group

Nationwide Insurance

North Star Mutual Insurance Company



[HOME](#) / [PROGRAMS & SERVICES](#) /

# Digital Review

Sign up below for a **FREE** Trusted Choice Digital Review to have your website and social media channels analyzed and reviewed.

[REQUEST YOUR DIGITAL REVIEW](#)

[Digital Review Video](#)

[What does Digital Review include?](#)

[Social Media Review](#)

[Preferred Partners](#)

# What does Digital Review include?

- Search Engine Optimization (SEO) Score
- Keyword audit
- Compare to Competitors
- What content is popular
- Social Media Review

[View A Sample Digital Review >](#)

REQUEST YOUR DIGITAL REVIEW

## Digital Review by Trusted Choice®



**80%**

of members have improved their websites

**1,500+**

agencies reviewed

**4.5/5**

star rating

# Marketing Campaigns

Optional subheading lorem ipsum dolor sit amet

Select A Campaign Customizable Content

Chat

## Select A Campaign

Take a moment to browse the various campaigns and templates we have available and then let our graphic designer customize the ads specifically for your agency at no charge! Choose your ad, upload the additional content and submit a request with our pre-populated form! Easy as 1, 2, 3 ...!



# Customizable Content

Description text explaining how to use the quick filters below, and how to use the drop menu filters and the search bar.

QUICK FILTER BY:

STRONGER TOGETHER

FREEDOM

LET'S TALK

DISTRACTED DRIVING

I AM A TRUSTED CHOICE INDEPENDENT AGENT

PRINT ADS

OR ***Search Resources***



CAMPAIGN

Select ...

CAMPAIGN RESOURCE TYPE

Select ...

INSURANCE TYPE

Select ...



## Stronger Together Business Digital Ad 970 x 250

TYPE

Digital Ad, Business

SELECT

### Selected Items

x Stronger Together Business  
Digital Ad 300x250

x Stronger Together Business  
Digital Ad 250x250

ORDER

Stronger Together Business



# Content To Share

Optional subheading lorem ipsum dolor sit amet

Chat

Description text explaining how to use the quick filters below, and how to use the drop menu filters and the search bar.

QUICK FILTER BY:

BUSINESS INSURANCE

HOME INSURANCE

AUTO INSURANCE

DISASTER

HOLIDAY/SEASONAL

MOST POPULAR

OR ***Search Resources***



RESOURCE TYPE

Select ...

INSURANCE TYPE

Select ...

**STAY-AT-HOME  
SCAVENGER HUNT**

**WORKING FROM HOME?**  
Keep the productivity going

# Resources

X  
CLOSE



## Working From Home

POST COPY

**A good home work environment can help promote productivity. If you're working from home, utilize a few of these tips to create a calm and productive work environment for your work space. #home #productivity**

COPY TEXT

TYPE

Digital Ad, Business

SHARE NOW



Download





# Content Calendar

Utilize this month's member social media kit to take advantage of ready to use social content! The calendar updates monthly with new content for your agency to use on its social media platforms.

DOWNLOAD THE CALENDAR

WATCH VIDEO ON HOW TO PUT CONCENT CALENDAR TO USE

## Get a New Content Calendar In Your Inbox

EMAIL ADDRESS

Enter your email address

SUBSCRIBE

## Week 1 - 9/1 to 9/6 [Download](#)



**POST DATE**  
Optional



**POST DATE**  
Optional

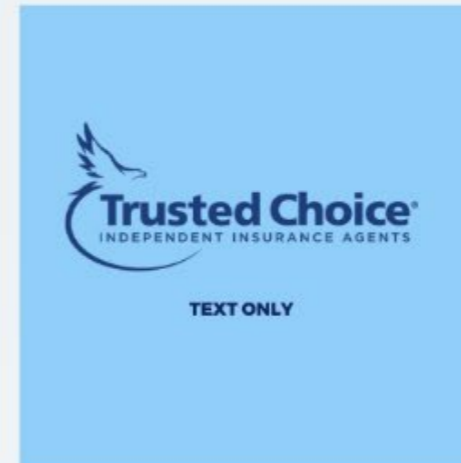
## Week 2 - 9/7 to 9/13 [Download](#)



**POST DATE**  
9/7/2020



**POST DATE**  
Optional



**POST DATE**  
Optional

# Resources & Training

Optional subheading lorem ipsum dolor sit amet

Training Programs **Featured Resources** Logos Resource Library Content Calendar

Chat

## Training Programs

Donec ullamcorper nulla non metus auctor fringilla. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Integer posuere erat a ante venenatis dapibus posuere.



**Advertising 101**

LEARN MORE



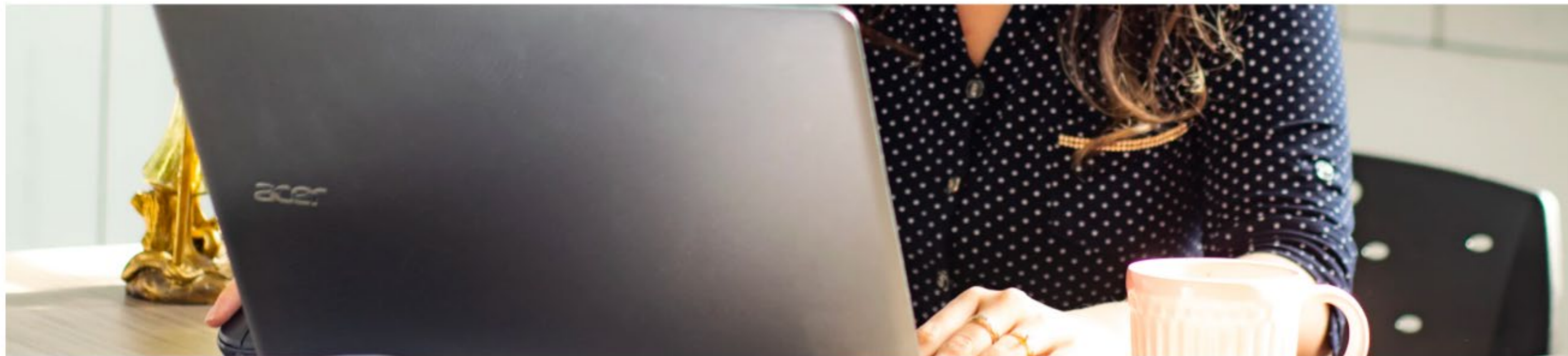
**The Power of 30 Seconds™**

LEARN MORE



**Storytelling**

LEARN MORE



[HOME](#) / [RESOURCES & TRAINING](#) /

# Resource Library

Optional subheading lorem ipsum dolor sit amet

[Maximizing Digital Marketing](#)

[Marketing in a Pandemic](#)

[Social Media](#)

# Maximizing Digital Marketing



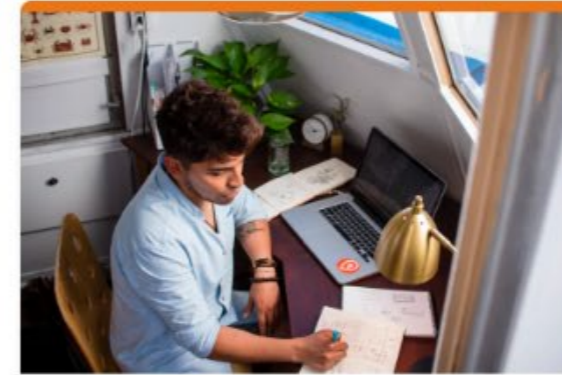
**How to Get Google Reviews**

[LEARN MORE](#)



**8 Free Ways to Update Your Digital Presence**

[DOWNLOAD](#)

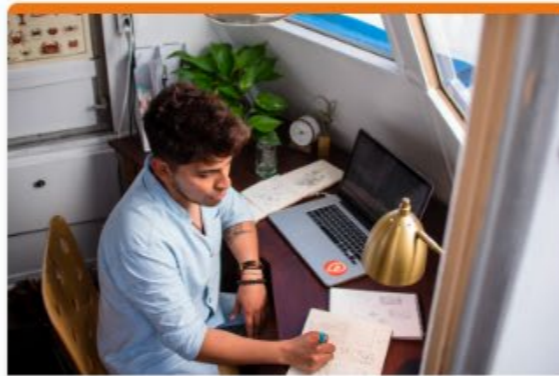


**Online Review Make an Impact**


[DOWNLOAD](#)



**8 Free Ways to Update Your Digital Presence**



**Online Review Make an Impact**

A man and a woman are sitting at a table in a bright, airy room with large windows. The woman, on the left, has dark curly hair and is wearing a light-colored top. She is smiling and looking towards the man. The man, on the right, has a beard and is wearing a light-colored shirt. He is also smiling and looking towards the woman. They appear to be in a pleasant conversation. The background shows green foliage outside the window.

What we do together:  
Help Independent  
Agents be Better.

**THANK YOU**



# Appendix

A decorative graphic element at the bottom of the slide, consisting of two overlapping horizontal bars. The top bar is a medium blue color and extends across the width of the slide. The bottom bar is a slightly darker blue color and is positioned to the right, overlapping the end of the top bar.