Bring It All Together:
CENTRALIZING MARKETING FUNCTIONS

A CASE STUDY IN THE INSURANCE INDUSTRY

vya

Industry Overview

Insurance companies operate in a competitive, complex and highly regulated industry. They often leave marketing up to their local agents and independent brokers, but unfortunately, that sometimes means missed opportunities when their products aren't effectively promoted. Meanwhile, even though compliance is vital, it's typically only accomplished through cumbersome administrative processes.

For many insurance companies, opportunities exist to streamline their marketing processes, increasing policies sold and strengthening customer relationships, while also ensuring compliance.

A national insurance provider approached Vya for help streamlining the personalization of their marketing collateral. They operate across all 50 states in the U.S. and function under five separate brands, offering three main product lines: life insurance, annuities and asset protection. The challenge this large company faced is a common one for marketers today: How do you maintain central control of your brand, overall budget and legal compliance, while still allowing for local personalization and incremental spending?

The Need

ALLOW LOCAL CUSTOMIZATION OF MARKETING MATERIALS WHILE MAINTAINING OVERALL CONTROL

Local agents and brokers are one of any insurance company's greatest assets. They are often the first personal interaction consumers have with your brand. Local agents also represent the best opportunity to reach audiences with relevant and compelling messages. However, corporate marketing teams need to effectively manage those local marketing initiatives and engage and excite agents to work directly with consumers and share their specific products and services.

Based on this insurance company's concerns and goals, we identified three specific needs:

1 PROVIDE AGENTS AND BROKERS THE RIGHT RESOURCES FOR INCREASED SALES

Customers' needs are always evolving, and the company wanted to give its agents and brokers the right tools and resources to both meet customer demand and grow their business. Agents and brokers needed access to personalized, relevant, up-to-date sales and marketing collateral, including product information, prospecting materials, and consumer seminar invitations.

2 STREAMLINE THE ADMINISTRATIVE APPROVAL PROCESS TO ENSURE COMPLIANCE

The company also needed a better administrative approval process, one that would eliminate exposure to regulatory issues while delivering the brand professionally across all customer-facing collateral. Many items on collateral pieces needed to be reviewed prior to distribution, including interest rates, disclosures, open text and more.

3 **INTRODUCE AUTOMATED PROCESSES TO BETTER LEVERAGE LOCAL MARKETING BUDGETS**

The company also wanted to provide cooperative funding at an individual user level, allowing the corporate office to subsidize particular lines, work groups or products. Previously, existing allocation, billing and tracking processes had been performed manually and were unnecessarily cumbersome.

The Solution

CENTRALIZE AND STREAMLINE MARKETING PROCESSES WITH EASY-TO-USE TECHNOLOGY

We helped the company streamline its marketing efforts by bringing all digital assets and processes together in one place: a web-based marketing resource management (MRM) system. This system was created to address their needs and deliver powerful solutions that worked:

1 IT'S EASY FOR AGENTS TO USE

The MRM system is available through the company's secure website, so it's easy for approved agents and brokers to access and use. Once an agent signs in, the software displays the marketing materials, logos and funding available to that particular agent.

Local agents can customize select materials, and specific assets are automatically routed to an administrator for review. Administrators can approve, deny, or comment on proofs prior to distribution to customers and prospects, making the personalization process quick and painless. This seamless process is helping empower agents to implement more local campaigns and reach more consumers.

2 DISCLOSURES AND RATES ARE EASY TO MANAGE

In the insurance industry, disclosures and rates can change quickly. Updating those efficiently is about more than just saving time: it's critical to staying compliant. Our MRM system allows users to search the database of materials by file name, type or even keyword and make changes to products, services, messaging, rates or any other branded elements.

Our insurance client is able to quickly import daily and weekly interest rates on all their digital assets. This functionality is particularly useful in small-run, fast turnaround printed collateral or instant email distributions to clients and prospects.

3 **TEMPLATES ARE EASILY CUSTOMIZABLE**

The company needed high-impact marketing collateral, and now, has access to more than 400 templates, including postcards, posters, sales sheets, emails and more. Agents and brokers can personalize templates with event information, contact information, brand logos and more.

Additionally, a list manager function now allows agents communicate to customers and prospects via direct mail or email, using 1-to-1 mail lists. When they choose to use direct mail, Vya groups mailer runs for print and postal discounts, saving the company even more money.

4 **AN AUTOMATED PROCESS HELPS MAXIMIZE LOCAL MARKETING BUDGETS**

We helped the company establish an automated process for cooperative funding, giving the company's corporate office the ability to subsidize specific marketing products and lines. Our local marketing budget system enables them to easily allocate, fund, bill and track cooperative marketing budgets. The company can deploy funds by work group or marketing department, or even at an individual user level.

5 **THE TECHNOLOGY IS EASY TO USE AND MAINTAIN**

Our goal is to always deliver simple, invisible technology. That's why our systems and solutions are powered by people. We're dedicated to making sure local agents and corporate teams understand how to use our systems, and are regularly engaged with the solutions. Our teams offer training and support to answer questions and guide users through the process.

We also host and manage the system, so it doesn't require IT resources or maintenance.

The Results

DRIVING SALES WHILE MAINTAINING EFFICIENCY—AND COMPLIANCE

Today, more than 1,500 active users, located in all 50 states across three distribution segments, use our marketing resource management system. Our MRM system has delivered significant impact, including:

- An automated approval process for customized marketing materials

- Reduced marketing operations costs with streamlined processes

- Engaged agents eager to share relevant, co-branded materials with local audiences, which is helping our client increase brand awareness and sales

- Better leveraged local marketing budgets to support efforts with an easy-to-manage process for allocating, reviewing and approving funding requests

In the insurance industry, competitive forces are intense. Companies deserve marketing solutions that set them apart while reducing costs. At Vya, we're proud of our people and our solutions that help companies meet those goals.

Vya | Simplified Marketing Systems

Learn more about Vya's solutions, systems and print services. Visit **vyasystems.com** or call **+1-800-426-7921.**