

Information and planning steps you can use to make the most of...

Your Touch Point Advantage

DIRECT MAIL

We know from our own personal experience that much of the mail we receive is considered junk mail and quickly goes into the circular file or recycling bin. This is why it's so important to pay special attention to ways that will make yours more likely to be read.

Since your goal is to make your mailings worth the time, effort and expense you put into them, it's critical that you quickly engage the customer and spark immediate interest in your offer.

Your primary purpose is threefold:

- 1) To gain name recognition, brand your agency and stand out from the crowd by delivering a message that's memorable and distinctive.
- 2) To deliver a message which is focused on the most important things customers are looking for.
- 3) Deliver a call to action that will actually get "acted on" by the customer.

For example the main message to generate new

business quotes might be one of the following:

- Free car insurance quotes!
 - Are you paying too much for your insurance?
 - We'll review your current coverage for free!
 - Do you really have the coverage you need?
 - How paying out of pocket for water damage to your home can be avoided.
- Or, you may target current customers with one of the following messages:
- We appreciate your business.
 - We are here for you.
 - Did you know we also offer X?
 - It's time to review your coverage.

- We'd like to review your coverage for free.
- As your life changes, so should your insurance.
- Help us make sure you have the right insurance protection.
- A coverage review takes less time than you think.

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IT'S CALLED
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These tools are being made available for your use by PIA and The Partnership.



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Motorists Insurance
Progressive
Selective
State Auto
Travelers

- Tell us how we're doing.
- Here is our pledge to you.

Be efficient with your mailings:

Choose the desired method: letter, postcard, e-mail, other:

- By customer type
- New business
- Monoline (auto/ home)
- CL/PL crossover
- Or, same for everyone (all current customers)

Determine your schedule:

- Quarterly, monthly, every six months, etc.
- In batches by expiration date

Organize, plan and prepare for all your mailings once a year if possible (or more often if necessary).

Schedule these preparations during a time which works well with your agency's schedule.

Designate one individual to oversee, be in charge and be accountable. This individual may delegate, but it's ultimately their responsibility.

Prepare everything at once for the year (or other time cycle) then send based on your schedule.

- Messages
- Merges
- Labels

Suggestions for agencies that choose saturation mailing - blanket mailings to everyone within a certain geographic area:

It's easy to "shop around" online for simple (address oriented) mailing lists. Since these lists are sequential (by address) they can be obtained "pre-sorted." This makes delivery easier for the post office and as a result they offer lower rates on bulk and presorted mailings which are provided to them all at once. Check the Postal

Service website at USPS.com for details, rules and requirements.

You can multiply the effectiveness of your mailings by keeping in mind that, in marketing, you're more successful when everything works together. Be sure to include your phone number website address and email address your prospects can use to act on your "call to action" quickly and easily. You want their engagement with your agency to go to the next level in whatever way is quickest and most convenient for the customer.

Most direct mail that's received by customers is simply trying to sell something. But you have an advantage because you have something more to offer. It's called value. In times like these, delivering value is a compelling message. Make the most of it!