

HOW TO BUILD A TARGET MARKETING PROGRAM WITHOUT THE SPONSORSHIP OF AN ASSOCIATION!

Page 1

**YOU MUST POSITION YOURSELF AS THE EXPERT FOR THIS
INDUSTRY!**

HOW DO YOU DO THIS?

- 1. Learn the special needs of this industry.**
- 2. Learn the special coverage needs of this industry.**
- 3. Learn the special endorsements for this industry.**
- 4. Learn the common gaps in coverage of this industry.**
- 5. Hire a company such as Insurance Skills Center to teach you these items.**
- 6. Talk directly with the clients and ask them what insurance problems have they experienced.**
- 7. Talk with the carriers and ask them what issues they feel are important to this industry.**

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Page 2

YOU MUST DEVELOP A MARKETING PLAN

- 1. Get referrals from all of your current clients in this class of business.**
- 2. Obtain a mailing list from every source possible. Not all lists are complete and you should have more than one.**
- 3. Develop a brochure (both printed and a PDF version) Testimonials are critical.**
- 4. Consider starting your own association for marketing purposes.**
- 5. Start your own newsletter for this industry.**
- 6. Begin attending trade shows for this industry. (this can be costly so get an insurance company to split the cost with you)**
- 7. Do both mailers & e-mail announcements quarterly.**
- 8. Create a website for that industry such as:
floorcoveringinsurance.com**