MARKETING & COMMUNICATIONS

Working Group

November 7 - 8 • Washington, DC

RECAP

EXECUTIVE SUMMARY

The Marketing and Communications Working Group gathered on November 7-8, 2018 at The Council's offices in Washington, D.C. The first day's discussion included a techtalk roundtable, branding case studies and an insurtech update from the 2018 InsureTech Connect conference. On day two, Sima Dahl presented on business brand, employer brand and personal brand. The Council's Government Affairs team then offered a midterm election recap, followed by an end group discussion around shared marketing challenges.

PARTICIPANTS

AHT Insurance
AP Intego
Assurance
Baldwin Krystyn Sherman/ Baldwin Risk Partners
BXS Insurance
CBIZ Insurance Services, Inc.
Cottingham & Butler, Inc
Flood and Peterson
Fringe Benefit Group
Gehring Group
Harden
Hilb Group
Hotchkiss Insurance
Hylant
IMA Financial Group
JKJ Benefits
Johnson, Kendall & Johnson
LHD Benefit Advisors
MJ Insurance
M3 Insurance
Navacord
Prime Risk Partners
RCM&D
Relation Insurance Services
The IMA Financial Group
The Plexus Groupe
UNICO Group

TECH-TALK ROUNDTABLE

Attendees shared recommendations and preferences about platforms, software and tech tools being in their marketing efforts.

- The Council will create a "living" document of recommended resources that can be added to as more are vetted. This list will be posted and stored on Basecamp.

RFP Integration Tools

- Qvidian
- RFP Monkey
- RFP 360
- Octiv

Marketing Automation Tools

- Eloqua
- Salesforce/Pardot
- HubSpot

Marketing Automation Tools Cont.
- Marketo/Dynamics
- Cvent
- Pardot Lead Scoring

Other Tools/Resources:
- Flipping Book - used for presentations and proposals
- PandaDoc - proposal software
- WRIKE - project management tool
- Work Front - project management tool
- Meltwater - PR services
- Cision - PR services
- PR Newswire
- Your Cause - grants platform for CSR
- Zoom - webinars
- Unbounce - landing pages; integrates with HubSpot
- Upwork - freelance jobs
- Lumen 5 - for inexpensive video

CASE STUDY: RECENT FIRM INITIATIVES & BRANDING
Rebranding & Brand Positioning
- ❖ **Presenter: *Natalie Zensius*, SVP Marketing Communications, Relation Insurance Services**

The presentation focused on the strategic planning and implementation of the firm's name rebrand. Natalie shared the story of why and how her firm, Ascension, rebranded itself as Relation Insurance Services. While the rebrand has been successful, Natalie shared the marketing journey--the learnings and the bumps in the road--that came out of the year-long (plus) process including challenges around brand architecture and technology integration, garnering collective buy-in, vendor support and inter-departmental coordination, among others.

Takeaways:
- Involve the right people at the right time
- Great design is critical to success
- Plan meticulously
- Use the rebrand for business process improvements
- Take the time and be courageous enough to do it right; don't settle
- Get employees on board so that they can get clients on board
- Be open and transparent
- Keep your perspective and your focus on running the business
- (When things get tough) Push on!
- Don't underestimate the power of swag

- ❖ **Presenter: *Britni Shrout*, Director, Marketing & Communications, MJ Insurance**

MJ Insurance has a long history (50 years) along with an established name in its market. MJ had not revamped its brand in quite a while and wanted to keep progressing along with marketplace demand. To revise the logo and visual identity, the company's first objectives were to revisit the goal around its brand values, tell a company narrative and to modernize its look. One of the most important parts of a rebrand initiative is preparing for launch by auditing your assets, updating department templates and logos used both internally and externally along with in-house to create discipline and guidelines about how to use the new brand correctly.

Takeaways:
- Start early because this project takes a lot of time
- Be deliberate in your intentions
- Plan (you can't over plan)
- Be organized
- Find a good, strategic partner to help

RECRUITMENT MARKETING
- **Presenters: *Ruth Rohs*, VP Corporate Communications & Executive Director, IMA Foundation & *Justin Jacobs,* Director of Marketing, IMA**

After our last working group, Ruth and Justin reached out to the IMA HR team to coordinate strategic efforts around recruiting and retaining talent. Community work, recruiting tactics and D&I efforts were the main topics shared as ways to harness young talent. Social media is widely used as a tool to educate those about insurance and promote workforce diversity.

Takeaways:
- Community outreach can be very effective in selling your company's brand
- Don't limit to millennials; consider those who may be further along in their career
- Reach out and get active in minority organizations to cast a wider net and introduce your firm and the industry to a diverse pool of talent
- Use non-insurance terms that people can understand in the job description

INSURTECH UPDATE
- **Presenters: The Council's Cheryl Matochik, SVP, Strategic Resources & Initiatives & Rob Boyce, Director, Market Intelligence & Insights**

The Council attended InsureTech Connect for the second year to stay on top of market developments and to tap into the tech companies/resources that are providing added value to the commercial brokerage sector. Part of The Council's strategy is to disseminate information, expose members to new breeds of viable tech companies partnering in the commercial brokerage space, and share intel from these industry conferences like "InsureTech Connect." The Council employs three filters when reviewing viable companies: 1) they should have hard-core insurance expertise, 2) they should have strong tech expertise, and 3) they should be security architects. There are select few companies that fit this description.

Takeaways:
- The 2018 InsureTech Connect Conference (*yes, they spell it differently*) had 6,000 attendees from 1,700 (new and existing) companies, concentrated mainly on p/c and mostly focused (75%) on small commercial.
  - 36% startups
  - 23% carriers
  - 20% brokers
  - 21% reinsurance and venture capital
  - 40 Council member firms represented

- Many of these insurtechs are currently focused on enabling technologies in relation to policy workflow management systems

- Having a high collaborative IQ is critical for brokers right now. Get in the trenches, and get active. Sitting on the sidelines isn't going to get firms anywhere.

- Insurtech can seem intimidating but it is primed to make a significant difference in the industry. Members should align their needs with these upcoming technology solutions.

Marketing Opportunity: How can marketers be good translators to educate your colleagues about insurtech? Sign up for The Council's Insurtech newsletter or reach out to The Council's Rob Boyce at robert.boyce@ciab.com.

MODERN INFLUENCE: THE INTERSECTION OF PERSONAL, EMPLOYER AND BUSINESS BRANDS IN THE DIGITAL AGE

- **Presenter: *Sima Dahl*, Founder, Sway Factory, Inc.**

Click here for a PDF of the presentation.

Sima Dahl presented on multiple topics concerned with B2B marketing, messaging and branding. When it comes to public and personal communication, it is important to recognize that every aspect of your business that touches a prospect or customer is performing a market function.

Three Ways of Branding

1. Business Brand

- Is the power of brand that includes identity, promise, trust, credibility and experience.
- Brands built in a relatable way, through blood, sweat, tears and story, are most effective.
- Consistent messaging across touchpoints is crucial to success.

2. Employer Brand

- Is defined as the expression and the experience of employee value proposition.
- Your reputation as an employer and perceived value to employees is important.
- Encouraging your employees to be brand champions can boost your results in recruiting.
- Video helps tell passion-driven stories happening inside your firms. Humanize stories so prospective employees are excited to interview with you and do not feel intimidated.
- A raw story is a relatable story.

3. Personal Brand

- What do you believe others say about you when you're not in the room?
- Who are you? What do you do? What lights you up?
- These are short questions, yet they can be complicated to answer.
- Convey excitement and passion; they are contagious.
- Create cost-effective ways to get all your employees to be brand ambassadors.

Connect with Sima Dahl at sima@simadahl.com.

MIDTERM ELECTION RECAP

- **Presenters:**
  Joel Wood, SVP, Government Affairs
  Joel Kopperud, VP, Government Affairs
  Blaire Bartlett, Director, Government Affairs

The Council's dynamic Government Affairs trio provided fresh insights into the 2018 midterm election results. With 20% of the House being replaced, next year will pose several challenges for educating new representatives with no experience in the system. This makes these lawmakers' staff an extremely important resource in our advocacy efforts. In addition, there are upward of 20 new state insurance commissioners.

Takeaways:

- TRIA reauthorization comes up in 2020. The Council will be a key player in this debate.
- While difficult in this environment, flood insurance reauthorization/reform is a large initiative of The Council. We champion a top-to-bottom overhaul of the system.
- FATCA is said to be on the list of regulatory reforms by the end of the year
- Tax reform: Council win on pass-through relief however, regulation is not yet finalized

Click here for their midterm election recap webinar.

MARKETING POP-UP

Participants discussed several topics including what entails clear lines between roles, intern oversight, how to interject marketing into the overall business plan of organization and workflow processes with sales teams.

- A recommendation was made to send a survey to participants to better understand the structure and the roles of marketing in your firms. We have done this in the past, but the information should be updated.

REVIEW OF KEY THEMES

This group largely discussed topics of branding and its many sub-categories; the heavier subjects being business brand, employer brand, personal brand, rebranding and brand positioning.

- It was proposed to create a subcommittee to address rebranding our industry and a career in brokerage. How can we as an industry change the way we talk about what we do and what role we play for our clients? How do we make our industry more attractive to potential candidates and appeal to talent with different skillsets. Interested in participating in the subcommittee, please email Susan Rushford at susan.rushford@ciab.com.

- *Leader's Edge* would like to raise the profile of the topics and issues that are central to various disciplines within our member firms. We welcome any working group participant to contribute a column (thought leadership or opinion) on a topic relevant to marketing issues/trends. If you have an idea for a column, please send your ideas to Susan Rushford at susan.rushford@ciab.com.

NEXT MEETING

The next working group meeting will take place **February 11-13, 2018**, during The Council's Legislative & Working Groups Summit in Washington, D.C. If you have any questions or discussion topics, please continue to stay in touch with the group via Basecamp.

QUESTIONS?

Contact The Council's Susan Rushford at susan.rushford@ciab.com.