

GROW YOUR REVENUE

Enhancing the broker-client relationship with multi-channel marketing



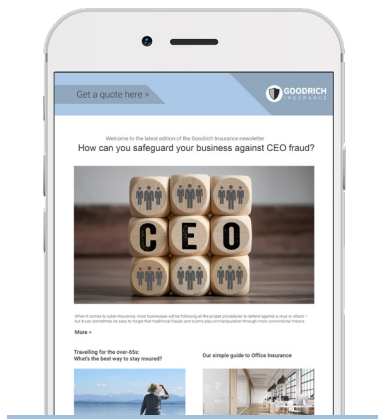
The complete multi-channel marketing platform for insurance professionals

Welcome to BriefYourMarket.com

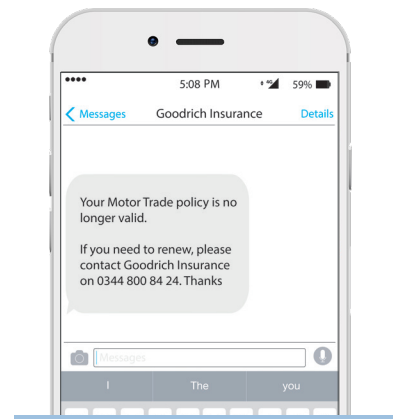
The complete multi-channel marketing platform for insurance professionals



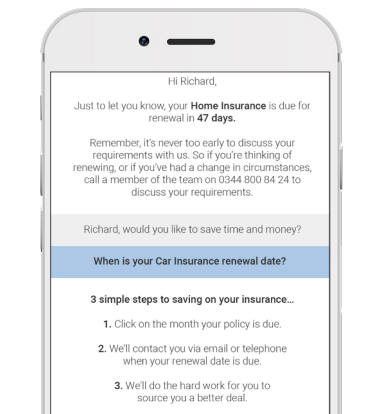
Email



Newsletters



SMS



Automation



Letters



Direct Mail

Link name: Do you need specialist Property Insurance?
Total clicks: 125

	Email	Name	Date	Phone Number
Viewed	Paul@bjm.com	Paul Davies	09/04/2019	0344 800 84 24
Viewed	Charlotte@bjm.com	Charlotte Lambert	08/04/2019	0344 800 84 24
Viewed	Jan@bjm.com	Jan De Beer	06/04/2019	0344 800 84 24
Viewed	Nicole@bjm.com	Nicole Swain	05/04/2019	0344 800 84 24
Viewed	Molly@bjm.com	Molly Madeton	05/04/2019	0344 800 84 24

Reporting



Campaign Library



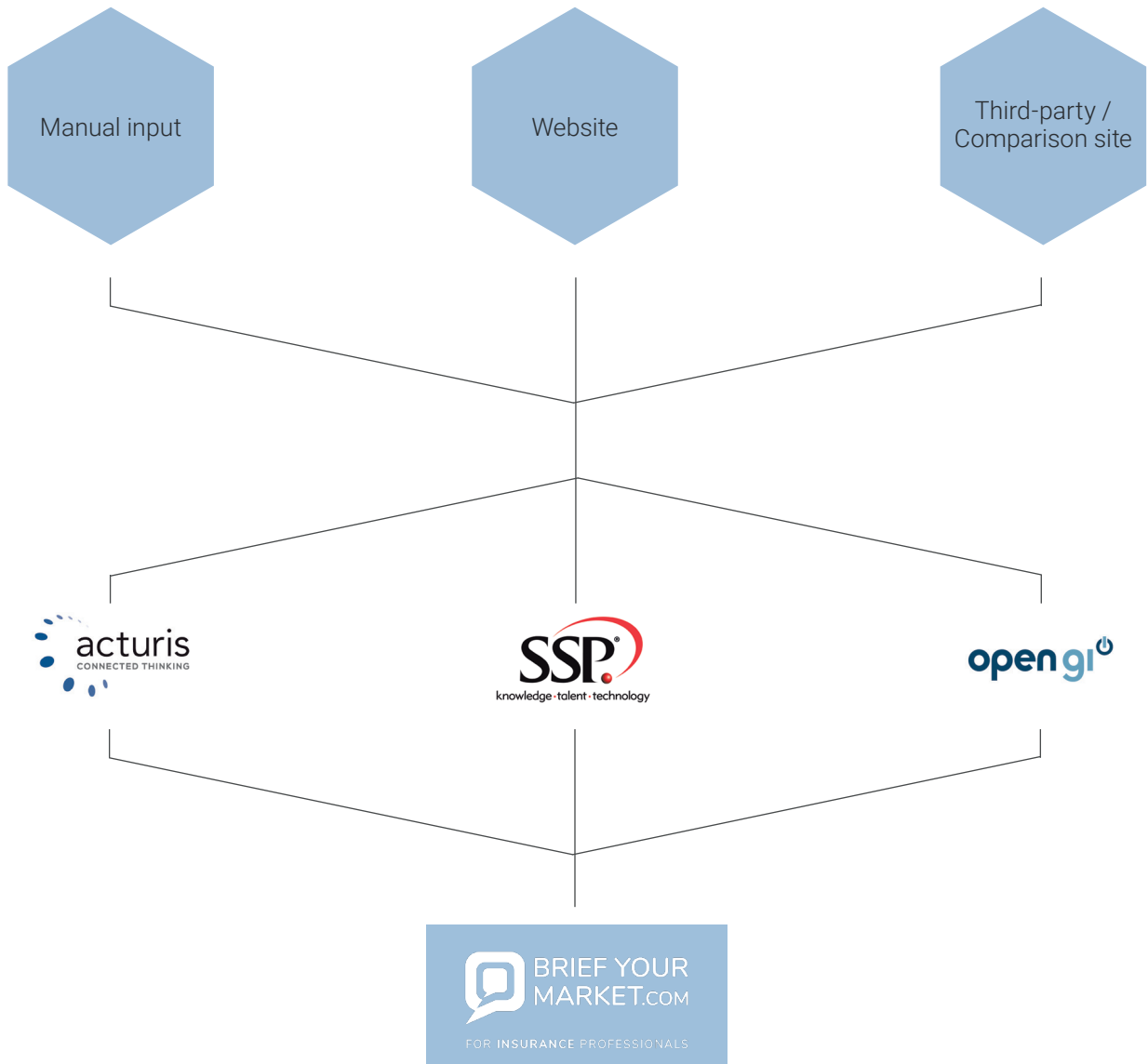
Communications Managed

Our integrations

With an automatic feed running straight into your BriefYourMarket.com system, your data and filters are updated every 24 hours. This allows you to send targeted marketing communications to your database.

Key benefits of integrated marketing:

- Quickly communicate with your entire database.
- Segment your database with dynamic filtering.
- Cross and upsell products and services.
- Re-engage lapsed or lapsing policyholders.
- Retain core clients.
- Streamline the renewal-chasing process.



Automation (Commercial)

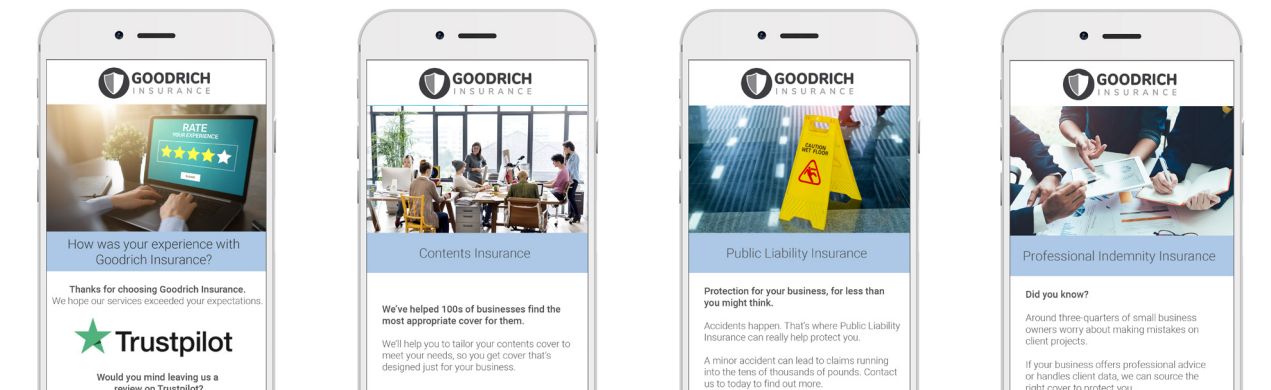
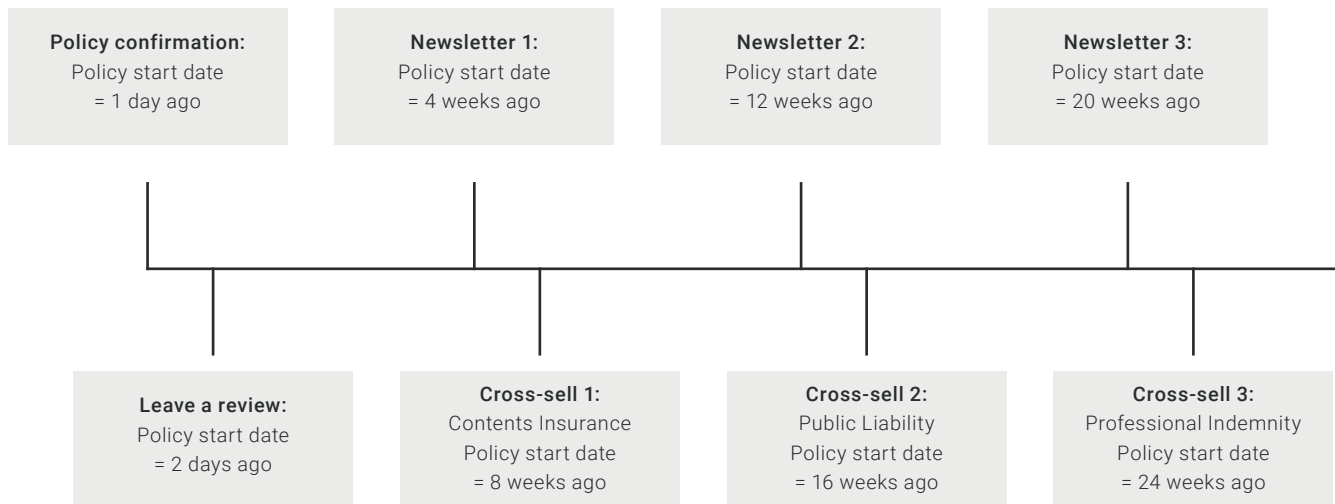
Save time and money with automated data-driven customer journeys.

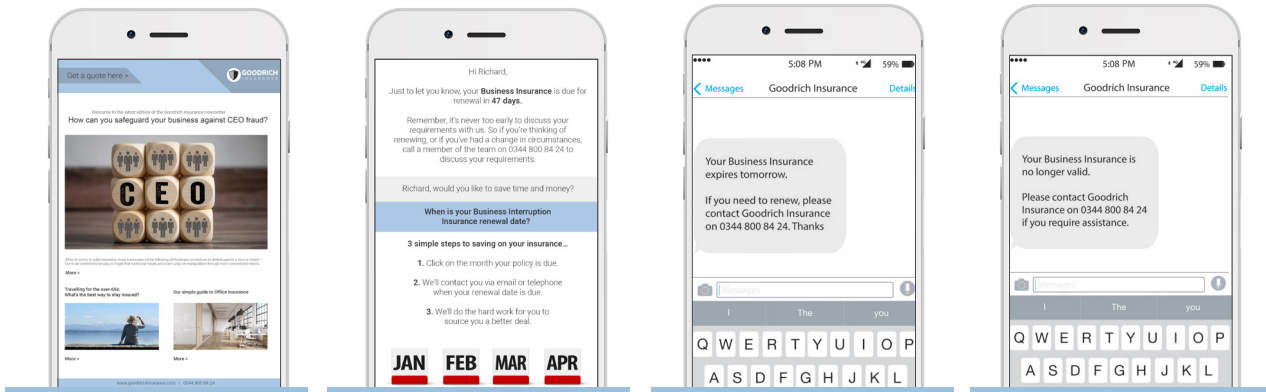
Key benefits of automated marketing:

- Date-specific automation.
- Message-opened automation.
- Link-clicked automation.
- Evaluation mode.

Automation available across email, SMS, and letters.

Example journey:
Policy type: Business Insurance





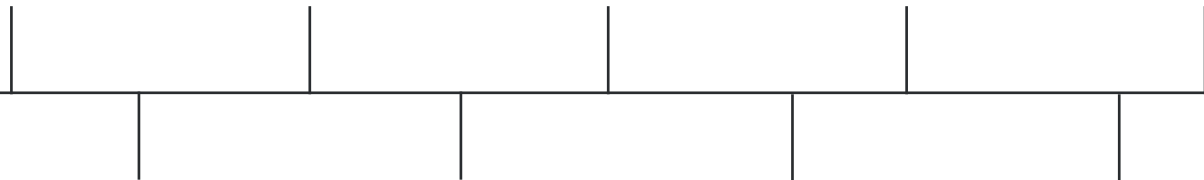
Newsletter 4:
Policy start date
= 28 weeks ago

Newsletter 5:
Policy start date
= 36 weeks ago

**Time to renew with
Renewal Calendar:**
Renewal date
= in 47 days

Time to renew (SMS):
Renewal date
= in 1 day

Not covered (SMS):
Lapsed policy
= 2 days ago

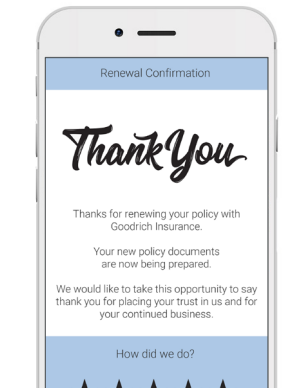
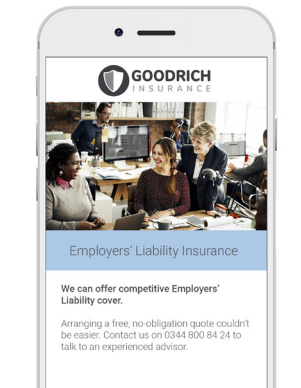


Cross-sell 4:
Employers' Liability
Policy start date
= 32 weeks ago

Cross-sell 5:
Stock Insurance
Product Liability
Personal Accident Insurance
Business Interruption
Business Legal Insurance
Policy start date
= 40 weeks ago

Time to renew (letter):
Renewal date
= in 2 weeks

Thanks for renewing:
Renewal date
= 1 day ago



Automation (Personal)

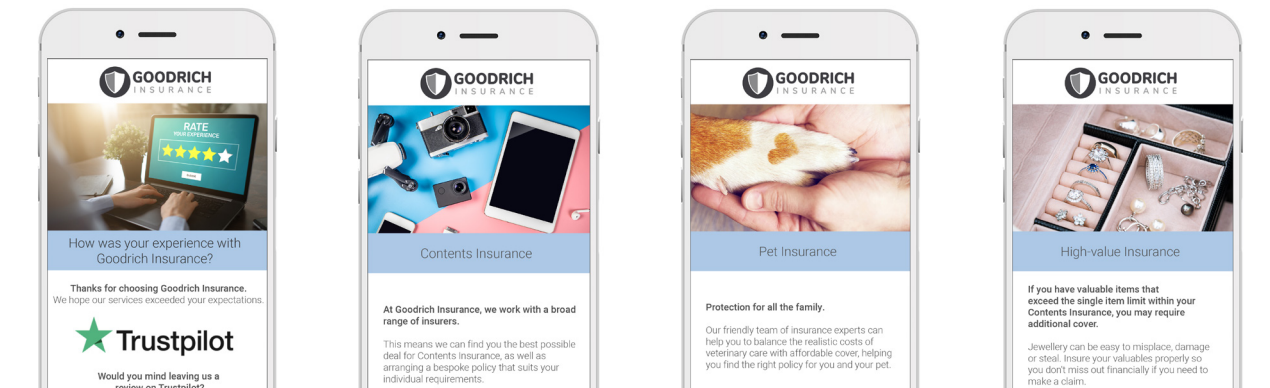
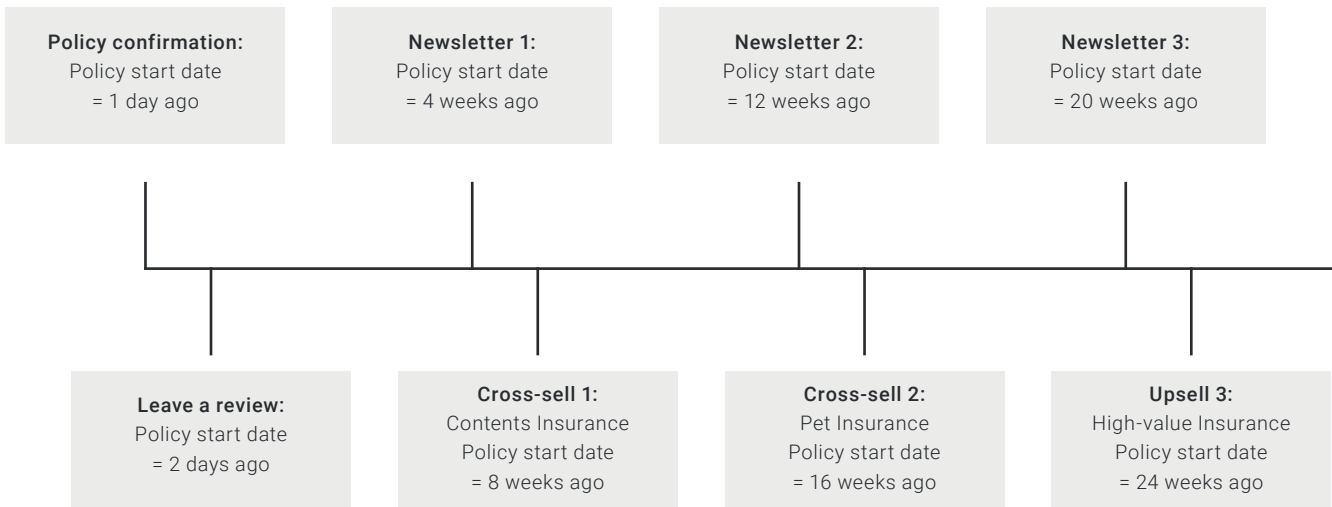
Save time and money with automated data-driven customer journeys.

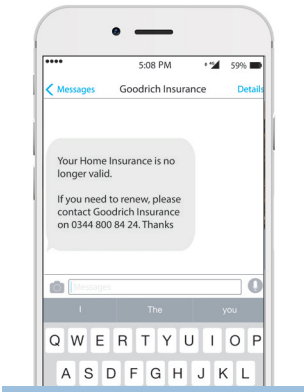
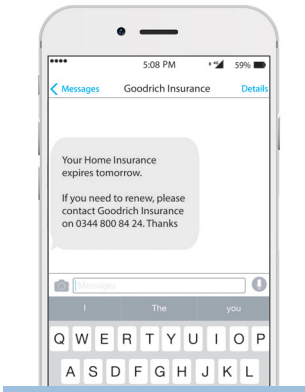
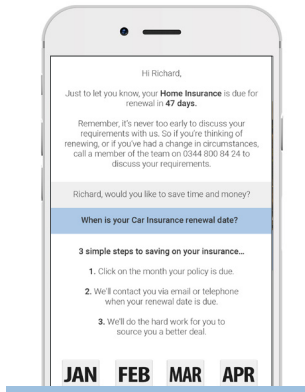
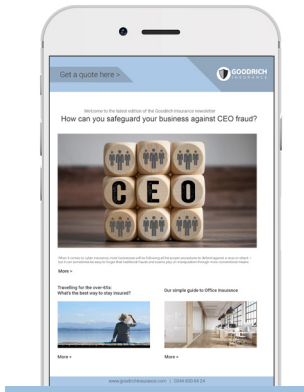
Key benefits of automated marketing:

- Date-specific automation.
- Message-opened automation.
- Link-clicked automation.
- Evaluation mode.

Automation available across email, SMS, and letters.

Example journey:
Policy type: Home Insurance





Newsletter 4:
Policy start date
= 28 weeks ago

Newsletter 5:
Policy start date
= 36 weeks ago

**Time to renew with
Renewal Calendar:**
Renewal date
= in 47 days

Time to renew (SMS):
Renewal date
= in 1 day

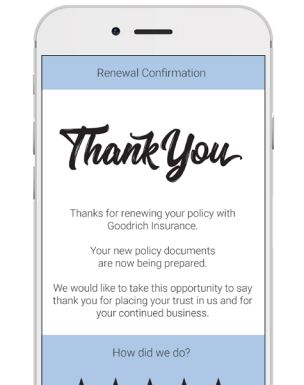
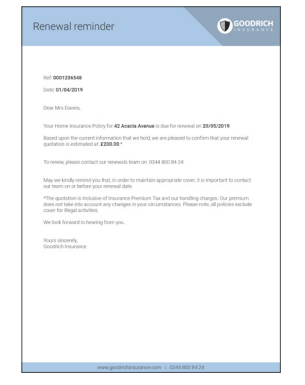
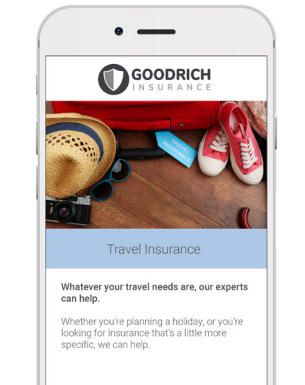
Not covered (SMS):
Lapsed policy
= 2 days ago

Cross-sell 4:
Car Insurance
Policy start date
= 32 weeks ago

Cross-sell 5:
Travel Insurance
Policy start date
= 40 weeks ago

Time to renew (letter):
Renewal date
= in 2 weeks

Thanks for renewing:
Renewal date
= 1 day ago



Email

Email marketing offers one of the highest Returns on Investment, making it a great way for insurance professionals to communicate with their clients.

Key benefits of email:

- Unlimited sends.
- Mobile responsive.
- Include contact snippets: dates, policy notes, and client details.
- Test sending functionality.
- Automation and scheduling.
- Drag-and-drop editors.
- A/B testing.
- Dynamic filters.



"We're getting some great results. We send regular bulletins to both existing private and commercial clients and are getting a good average open rate of 30% for each message we send."

Product promotion

A screenshot of a Goodrich Insurance website. The top section features the Goodrich Insurance logo and the text "CYBER LIABILITY INSURANCE" with a sub-headline "Cyber security and information protection for all businesses." and a "Find out more" button. Below this is a section titled "HOW GOOD ARE YOUR DEFENCES?" with a "Request a callback" button. Further down, there is a section titled "Assess your risk today" with a "Click here" button. The background of the top section shows a person's hands typing on a laptop keyboard with a shield icon overlaid on the screen.

Promote your products and services, and increase additional website traffic.

Receive real-time call-back notifications.

Supports:
PDF documents for download.
Surveys and questionnaires.

Renewal Calendar Email Feature

Capture renewal dates for additional policies and send automated 'request-a-quote' campaigns at exactly the right time in your clients' journey.

Key benefits of the Renewal Calendar Email Feature:

Quickly identify when clients are in their buying cycle.

Save valuable chasing time.

Quickly identify new opportunities.

Automate renewal reminders.

1. An automated renewal chaser for an existing policy is sent to the client. This also includes a 12-month interactive calendar to chase new policies.

2. The client clicks on their renewal month and receives an automated thank you message.

3. The details captured are assigned to the client. An automated reminder is then sent prior to the month of renewal.

Hi Richard,

Just to let you know, your **Home Insurance** is due for renewal in **47 days**.

Remember, it's never too early to discuss your requirements with us. So if you're thinking of renewing, or if you've had a change in circumstances, call a member of the team on 0344 800 84 24 to discuss your requirements.

Richard, would you like to save time and money?

When is your Car Insurance renewal date?

3 simple steps to saving on your insurance...

1. Click on the month your policy is due.
2. We'll contact you via email or telephone when your renewal date is due.
3. We'll do the hard work for you to source you a better deal.

JAN	FEB	MAR	APR
MAY	JUN	JUL	AUG
SEP	OCT	NOV	DEC

*By clicking on the month, you agree to be contacted by a member of our team via the communication mediums that you have consented to. Depending on your subscription preferences, this may be via email, SMS, and/or post.

Renewal reminder

GOODRICH INSURANCE

3 simple steps to saving on your insurance...

Richard,

Thank you for providing us with your renewal details. We'll be in touch to discuss your requirements nearer the time.


Best regards,
Goodrich Insurance

www.goodrichinsurance.com | 0344 800 84 24

Hi Richard,

Just to let you know, you told us that your Car Insurance is due for renewal next month, and we'd love to find you the most cost-effective and appropriate cover.

CAR INSURANCE



Get a quick quote here

3 simple steps to saving on your insurance...

1. We provide advice and access to find solutions for all types of insurance needs, including the most difficult of risks.
2. As well as finding the most cost-effective and appropriate cover for you, we'll also support you in the event of a claim.
3. We are your agent, and we'll always represent your best interests.

For more information, or to speak with an advisor, please call 0344 800 84 24, or click below to contact us.

Contact us

Newsletters

Retain and educate your core client base by showcasing your expertise.

Key benefits of newsletters:

- Preferences.
- RSS Feeds.
- Pre-designed newsletter templates.
- Drag-and-drop editors.
- Branded microsite.

Edit preferences:

<input type="radio"/> Insurance legislation	<input type="radio"/> Personal insurance
<input checked="" type="radio"/> Insurance news	<input type="radio"/> Local news
<input type="radio"/> Commercial insurance	<input checked="" type="radio"/> Tips and advice

[Update](#)

Our Preference Engine allows your clients to select the information that is most relevant to them, ensuring that your business sends the right message, to the right client, at the right time.


Demonstrate your expertise

Get a quote here >

GOODRICH INSURANCE

Welcome to the latest edition of the Goodrich Insurance newsletter


How can you safeguard your business against CEO fraud?




When it comes to cyber insurance, most businesses will be following all the proper procedures to defend against a virus or attack – but it can sometimes be easy to forget that traditional frauds and scams play on manipulation through more conventional means.

[More >](#)

Travelling for the over-65s: What's the best way to stay insured?



Our simple guide to Office Insurance




Increase awareness about your products and services, whilst offering accessible ways to provide quotes.

Get a quote here >

GOODRICH INSURANCE

Our simple guide to Office Insurance



Offices are the hub of the majority of UK businesses, with important documents, customer details and data, finances, equipment and furniture all stored in one building. This represents a large risk to their owners.

Do I need Office Insurance?

Whilst not a legal requirement, like Employers' Liability Insurance, you still might need an office insurance policy. It will come down to your business circumstances, office location and the collection and storage of crucial documents and data.

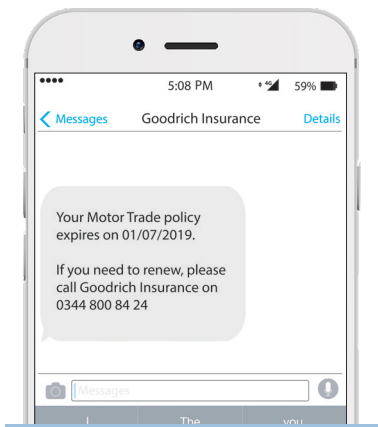
SMS

Promote incentives, discounts, events, reminders, renewals, or new products from just 6p per message.

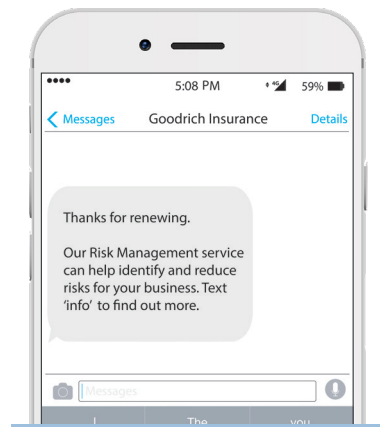
Key benefits of SMS:

- Real-time email respondent notification.
- Include keywords.
- SMS reporting.
- Automation functionality.
- Scheduling.

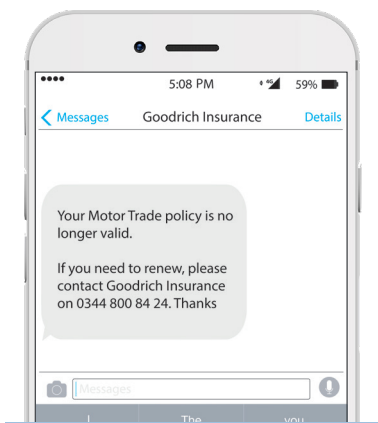
Send renewal reminders, Quotes Not Taken Up (QNTUs), Not Taken Up (NTUs), lapsing or lapsed-policy reminders, and cross-sell complementary services.



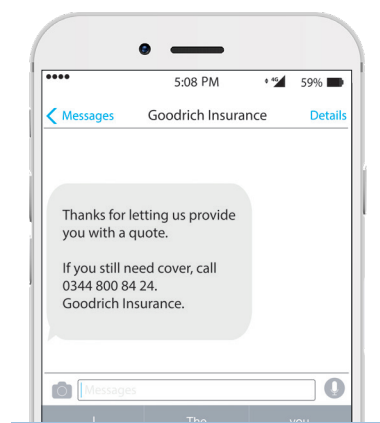
Renewal reminder



Renewal confirmation with cross-sell



Lapsed policy



QNTU

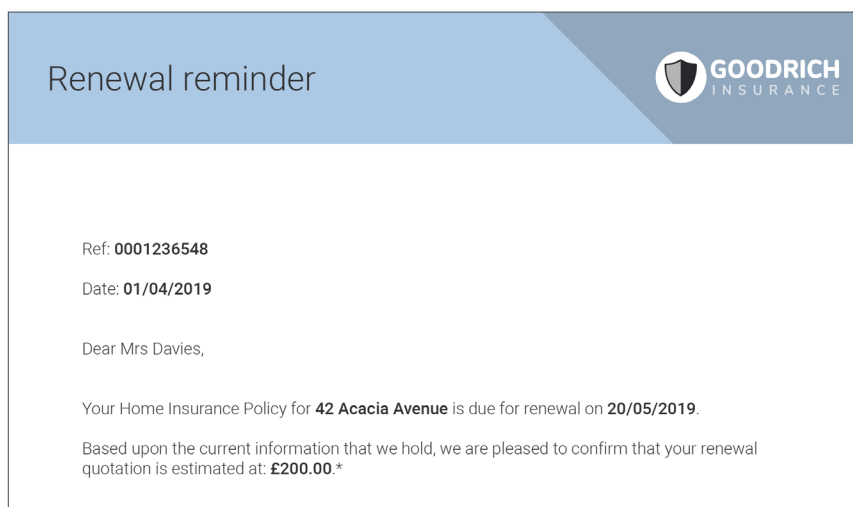
Letters

Send renewal reminders, personalised letters, and policy information.

Key benefits of letters:

- Create letters in editors.
- Upload pre-prepared letters.
- Create combined letters with multiple collateral.
- Test post functionality.
- Automation functionality.
- Include contact snippets: dates, policy notes, and client details.
- Scheduling.

Letters: printed, fulfilled and delivered for less than the cost of a second-class stamp.



"We've estimated that – with BriefYourMarket.com – we are saving the equivalent of two full-time staff.

We're seeing huge savings from the outsourcing of the printing and posting of our renewal letters; with our database of approximately 140,000 clients receiving up to three letters regarding their insurance renewal, which helps us to enhance our upselling strategy.

The personalised and targeted email campaigns are our most profitable way of generating new sales."

Direct Mail

Locate new clients in your local area from just 62p per send. Raise brand awareness and promote your services.

Key benefits of direct mail:

- Pre-built templates.
- Drag-and-drop editors.
- Test print functionality.
- No minimum send limit.

Promote your products and services with a range of cost-effective print marketing campaigns.

Hi Mr Davies

Here at Goodrich Insurance, we are proud to say that we are an award-winning market leader in commercial and personal insurance services.

Our expert team are renowned for delivering truly bespoke quotes and customising policies to suit each individual client, setting us apart from our competitors.

For a free no-obligation quote, simply call us on: 0344 800 8424 and a member of our team can help you ensure that your assets are covered, no matter what.

2 ROYAL MAIL
POSTAGE PAID GB

Mr P Davies
Brindley House
Outrams Wharf
Little Eaton
Derby DE21 5EL

GOODRICH INSURANCE


YOUR LOCAL BUSINESS INSURANCE BROKER

Helping you get the most from your insurance...
We offer services on a wide variety of products, such as:

- Business Combined
- Offices & Retail Packages
- Leisure Packages
- Liability Cover

"Goodrich Insurance is designed to keep your business running, whatever lies ahead. I would highly recommend them to all business owners."

www.goodrichinsurance.com | 0344 800 84 24



Surveys

Capture renewal dates, feedback, and lifestyle changes. Improve customer satisfaction and generate referrals from your marketing campaigns.

Key benefits of surveys:

- Six survey options, including:
- Multiple choice and free text fields.
- Branded survey templates.
- Automation functionality.
- Survey reporting.

Improve client experience, promote positive feedback, and capture negative feedback.

- Create 5-star feedback surveys, linking 1 – 3 stars to BriefYourMarket.com, and 4 – 5 stars to external review sites to improve referral marketing.
- Send lifestyle review questionnaires to identify any changes in cover.

Renewal Confirmation

Thank You

Thanks for renewing your policy with Goodrich Insurance.

Your new policy documents are now being prepared.

We would like to take this opportunity to say thank you for placing your trust in us and for your continued business.

How did we do?

★ ★ ★ ★ ★

Feedback survey

GOODRICH INSURANCE

Thank you for taking out an insurance policy through Goodrich Insurance.

We would appreciate if you could spare a few minutes of your time to provide some invaluable feedback on your recent experience, so that we may continue to deliver an exceptional service that meets your needs.

How would you rate your overall experience?

Excellent Good OK Poor

Did you feel that we accurately identified your insurance needs?

Yes Somewhat No

Was the length of the call/meeting acceptable?

Yes Somewhat No

Were there any areas of the process that you did not understand? (Please give details):

Please rate the following:

	Exceptional	Good	Average	Poor	N/A
Professionalism of team	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support and help	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Policy selection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Documentation you received	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Would you buy other policies through us? (If so, please select):

Private car or fleet
 Household insurance
 Life insurance
 Cyber insurance
 Business insurance

Would you recommend our services?

www.goodrichinsurance.com | 0344 800 84 24

Reporting

Track, analyse, follow-up on, and refine your marketing campaigns with our in-depth reporting suite.

Key benefits of reporting:

- Real-time summary report.
- Open and click-through tracking.
- Individual link tracking.
- Intuitive follow-up tools.

Monitor your open rates, click-throughs, and client interactions in real-time. Create simple call and campaign follow-up lists, helping you to further segment your clients based upon their specific needs. Increase sales and save time by identifying where to prioritise your resources.

- Track individual metrics for each campaign.
- Identify the needs of every client within your database.
- View detailed interaction reports and see your most engaged clients.

The dashboard displays a campaign titled "Do you need specialist Property Insurance?". It includes a video thumbnail, a "Cyber risk questionnaire" link, and a "Home insurance?" link. A table shows the total clicks for each link, and a detailed table lists individual client interactions with their contact information.

Link name: Do you need specialist Property Insurance?				
Total clicks: 125				
	Export to CSV	Save as list		
	Email	Name	Date	Phone Number
Interactions	Pauld@bym.com	Paul Davies	09/04/2019	0344 800 84 24
Interactions	Charlottel@bym.com	Charlotte Lambert	08/04/2019	0344 800 84 24
Interactions	Jaxb@bym.com	Jax De Beer	06/04/2019	0344 800 84 24
Interactions	Nicoles@bym.com	Nicole Swain	05/04/2019	0344 800 84 24
Interactions	Mollym@bym.com	Molly Middleton	05/04/2019	0344 800 84 24

Name	Clicks
Cyber risk questionnaire	90
Get a quote	45
Cutting though the noise pdf	25

Communications Managed

Our team of insurance-content experts can take care of your communications for you, saving you time and money. Generate more business and stay at the forefront of your clients' minds.

Key benefits of Communications Managed:

Send highly-targeted and engaging content marketing every month.
Bespoke email campaigns.
Highly-engaging newsletters.

- Communicate with your existing clients to maximise lifetime value.
- Generate new connections through relevant and timely communications.
- Improve brand awareness and stand out from your competitors.

PROTECT YOUR COMMERCIAL OR RESIDENTIAL PROPERTY WITH OUR LANDLORDS INSURANCE



Owning a property, whether for commercial or residential purposes creates risks that you, as a landlord, must be prepared for. Whether you have to carry out unintended construction work on your property, or enter into a dispute with your tenant(s) due to loss of rent, it's important to have protection in place to guard against any loss of income that you may face.

We offer vital peace of mind to landlords for the common problems that come hand-in-hand with owning a property, including:

- Buildings Insurance.
- Claims by tenants.
- Landlords' Contents.
- Legal expenses.
- Loss-of-rent Protection.
- Property Owners' Liability.

Protect your investment: call our dedicated team for a quote on your commercial or residential property on 0344 800 84 24

[Find out more](#)

45% OF BUSINESSES DON'T KNOW IF THEY'RE INSURED AGAINST CYBER ATTACKS

As many as 45% of UK organisations experienced a cyber-attack last year, with 7,073,069 recorded breaches in January 2018.

This shows the sheer scale of cybercrime activity, which many are now heralding as the greatest threat to today's businesses. And yet, many are without adequate cover, leaving themselves exposed.

We know how valuable your data is, and we know exactly how to protect it with our range of policies.

[Find out more](#)

PEACE OF MIND FOR YOU AND YOUR NEW VEHICLE

Protect your new car with GAP Insurance

It's true that as soon as you drive your new car off the forecourt, its value drops by a third. To compound this, the value of your car will drop by around 40% after the first year on the road.

So what does this mean if you are involved in an accident?

If you buy a car for £20,000 and are then involved in an accident 12 months later; the likely payout for this will be around £15,000 - the value of the car at the time of the accident. This would mean that you are £5,000 out of pocket - which is where GAP Insurance comes into play; your car insurance will pay the £15,000 and GAP Insurance will pay the £5,000 'gap' between the current value of the car and the amount you initially paid.



"BriefYourMarket.com has helped us engage further with our clients, and as a result, upsell and cross-sell. We saw BriefYourMarket.com at a Bluefin presentation and were very impressed – particularly with the integration with Acturis.

We're getting some great results. We send regular bulletins to both our existing private and commercial clients and are getting a good average open rate of 30% for each message we send.

We will shortly be using BriefYourMarket.com as part of our marketing campaign to prospects, as well as utilising the direct mail facility to grow our business, and have had great support from our Customer Success Manager in this respect."



"We would definitely recommend BriefYourMarket.com's service and what they can do to help boost your company image.

The Communications Managed service has done a fantastic job of developing new media and content for us, and has been really creative developing our designs and Instagram account – we're aiming to have the largest follower base for any insurance broker in the UK.

The way that our designs have been improved shows an understanding and adherence to our brand and target market, which has enabled us to strengthen our position in the broking market and stand out from our competitors.

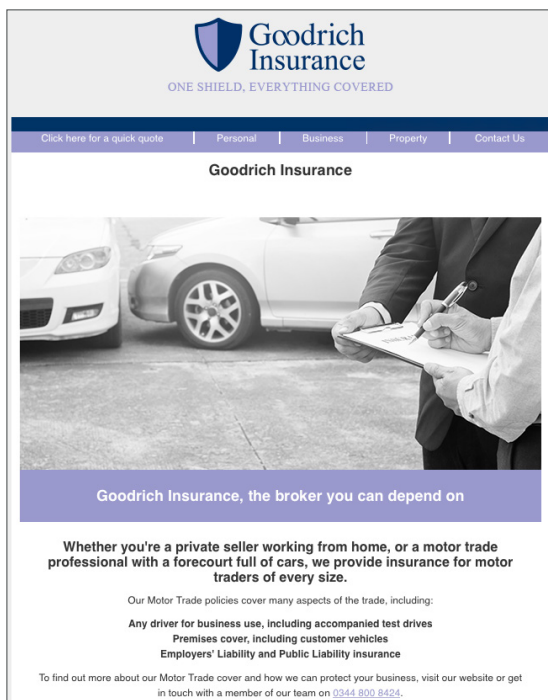
Thanks to BriefYourMarket.com, we're now getting more clients involved in our brand; interacting with our email campaigns, visiting our website and also coming to us direct from social media sites like Facebook, Twitter and Instagram."

Additional Services

Save time with our complimentary email Campaign Library, and promote your business with our Professional Videography service.

Key benefits of additional services:

- Pre-built drag-and-drop email campaigns.
- Save time and money on external design work.
- Commission professional videos.



Campaign Library:

- Pre-populated images.
- Auto-branded call-to-actions.
- Auto-padded for optimum spacing.
- Proofread text.



Professional Videography service

From animated videos and green screen filming, to live promotional footage shot on location, our professional video service can help you cost-effectively promote your business and brand.



FOR **INSURANCE** PROFESSIONALS

Proud to partner with:

