

Success Story

Insurance Company Uses Integrated Marketing to Cut Through Competition

The Challenge

A Fortune 500 insurance company needed a platform that could operate within the complex matrix of the insurance industry making branded marketing materials, products, policies, and legal requirements available to their thousands of agents in all 50 states, while managing co-op funds and generating impactful results.

The Solution

As a strategic partner for 14 years, the client has thrived with BrandMuscle's full-service team of local marketing consultants. Through a mix of branded marketing assets, personalized digital solutions, and strategic local media buys, the client continues to cut through the competition and elevate its agents to win locally.

The Results

10,000+ LOCAL AGENT MEDIA BUYS delivered annually

+\$13M funds managed yearly

61% YOY GROWTH in digital spend

14X JUMP in quote traffic with BrandMuscle's LocationBuilder™

“Local advertising is an integral part of what we do as community leaders. Being able to leverage BrandMuscle's help with getting prices, choosing ads, and facilitating the process is a big help for me, as we all need extra capacity.”

Insurance Agent

