

Important New IIABL Member Benefit
Trusted Choice "Freedom" Advertising Campaign
Register for the 1 Hour Free Webinar to Learn More

Trusted Choice "Freedom" Advertising Campaign

Through partnership with Trusted Choice®, the Independent Insurance Agents & Brokers of Louisiana (IIABL) is proud to announce the launch of the new Trusted Choice® "Freedom" Advertising Campaign. The advertising materials of the campaign showcase independent agents as a trusted source for consumer insurance needs, by highlighting an independent agent's "freedom" to choose from more than one insurance provider. The campaign's official slogan is "Free to do what's right for you™".

Massive Louisiana Advertising Campaign

IIABL and Trusted Choice are kicking the "Freedom Campaign" off by providing IIABL members a huge state-wide digital media buy at no cost. This advertising campaign will include display banner ads which are shown adjacent to content on eligible webpages across the internet. The display banner ads are targeted based on age, gender, web behavior, and of course location in Louisiana. Some of the sites consumers could see the ads are on *You Tube*, *The Weather Channel*, and *Careerbuilder.com*, just to name a few.

National and state-wide media buys are very cost efficient, and consumer reach is efficient and easier to track. The first flight of advertising will place an estimated 9 million digital ads in front of Louisiana consumers in April-May-June. The second flight will place another 9 million ads on the web pages of Louisiana consumers in September-October-November.

Help Consumers Find Your Agency with an Advantage Subscription

With this massive media buy, consumers will find independent agents on www.TrustedChoice.com.

Will they find your agency?

Every IIABL member gets a free Basic Subscription on the www.TrustedChoice.com Agent Locator. But if you are really serious about promoting your agency so that consumers can find you, you need an **Advantage Subscription**. The **Advantage Subscription** gives your agency a dramatically enhanced profile, but more importantly puts your agency on the top of the Agent Locator search results.

[Don't wait: click here to get your Advantage Subscription today!](#)

Your Agency Can Piggy-Back with Your Own Advertising Trusted Choice Will Help Pay for the Ads!

With new print and web promotional materials, radio ads, and advertising packages, Trusted Choice agents will have the opportunity to promote their agencies more prominently to the insurance buying public. The Trusted Choice Agent Resource Center hosts print and digital advertising materials that IIABL Trusted Choice agents can easily customize and use to promote their individual agencies.

Finally, as a Trusted Choice agent, you can take advantage of the expansion of the Marketing Reimbursement Program. In the past, agents were reimbursed 50% of their spend on co-branding efforts when they used the Trusted Choice logo on business cards, websites, and other promotional materials. While agents can still take advantage of the 50% reimbursement for up to \$500, the new tiered format of the program allows agents to get more for their money in advertising.

Tier 1 remains the same, encouraging agents to cobrand by utilizing the Trusted Choice logo on marketing, advertising, web, and promotional materials. With Tier 2, agents are encouraged use the new Freedom Campaign advertising materials to receive an additional reimbursement of \$350. Finally, Tier 3 offers a digital consumer reach of a minimum 800,000 consumers when agents purchase a national ad buy for a discounted price of \$2,250.

Visit the Trusted Choice Agent Resource Center here: (www.trustedchoice.com/Agents)

Trusted Choice agents can also read more about the MRP here: <https://cobrand.iiaba.net/link/go/125462974>

[Sign Up for the Free One Hour Webinar to Learn More!](#)

10:00 am CDT April 15, 2013

Register Now!



Trusted Choice Freedom Campaign

Join us for a Webinar on April 15

REGISTER NOW

Space is limited.

Reserve your Webinar seat now at:

<https://www1.gotomeeting.com/register/279281616>

Please join us to review the new, consumer tested, Freedom Campaign for Trusted Choice. The brand refresh and advertising tells consumers that independent insurance agents offer their customers a better solution because we represent multiple insurance companies. You will learn about the research that went into the campaign and see the new advertising materials. We will also discuss the 2014 Marketing Reimbursement Program which now provides up to \$1,600 per agency location in marketing/advertising assistance. We'll also review what IIABL is doing to bring greater visibility of Trusted Choice agencies in the state of Louisiana.

Title: Trusted Choice Freedom Campaign

Date: April 15, 2014

Time: 11:00AM—12:00PM EDT

After registering you will receive a confirmation email containing information about joining the webinar.

System Requirements

PC-based attendees

Required: Windows® 8, 7, Vista, XP or 2003 Server

Mac®-based attendees

Required: Mac OS® X 10.6 or newer

Mobile attendees

Required: iPhone®, iPad®, Android™ phone or Android tablet