

IMMS Active Online Marketing (AOM)



- ✓ Over 130 million U.S. based users
- ✓ 30% are 35+ years old
- ✓ The 55+ group grew 922.7% in 2009.

What are you waiting for???

Still think Facebook™ is for the kids?

30+ million Facebook users are 35+ years old.

The 55+ baby boomer generation is signing up in droves.

If you don't have a Social Networking strategy in place TODAY, your agency is going to be in HUGE TROUBLE!

Golf or LinkedIn?

The fastest growing professionals' network in the U.S., LinkedIn is the place to socialize online for business professionals.

No other social network can grant you faster access to high net worth Commercial Lines relationships, period.

Sure, everyone uses LinkedIn, but only 10% uses Social media effectively to further their business.



- ✓ Average Age: 41
- ✓ Household Income: \$109,703
- ✓ College Grad/Post Grad: 80.1%
- ✓ Business Decision Maker: 49%
- ✓ 24% have a \$250k+Portfolio Value



- ✓ Twitter is the Important, Vocal Minority
- ✓ 460,000 new user accounts daily
- ✓ Chasing Facebook with # of users and Tweets sent per day

Don't forget to Tweet!

Having a Twitter account means that you can stay in constant communication with all your clients, both current and potential.

You can send out messages and emails with all your latest promotions completely free.

Lost?

Chances are that you, your colleagues, or your agency has a Facebook page, a LinkedIn profile, Twitter account and someone in your agency is trying to keep your blog up to date.

Count yourself among the millions of businesses who are trying to make sense of the Social Networking Age. And yet, most users get lost in the endless possibilities of LinkedIn, Facebook and Twitter. We are here to help!



At the core of all of our service - We create and consolidate **revenue** channels for you. We help you **retain** your agency's precious clients. We help you create a fertile strategy for a steady stream of **referrals**.

It's a Marathon not a Sprint!

Our creative and maintenance teams will set everything up for you and then, using proprietary processes, consistently and actively perform all online marketing for you and your agency.

Your AOM Team will build a posting schedule to bolster awareness. Staying in front of current and prospective customers creates trust and earns your agency respect, credibility and popularity.

Here is what we do for you, regardless of your current activities—

1. Initial Setup
 - a. Blog – internal and external.
 - b. Storefront SEO *
 - c. Facebook
 - d. LinkedIn
 - e. Twitter
2. Daily Updates – EVERYDAY our team will update your pages, with industry-specific and discussion-fostering content.
3. Outreach – we cast the net to increase your fans, prospects, and client base by periodically (weekly and quarterly) asking for referrals and marketing your social sites.
4. Reporting – all of our efforts are recorded into our views and click-tracking systems and reported to you so you can gauge the performance of the various programs.

* Where available and for participating members.



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Every effort is made to create original content for the AOM program. Every site, blog and Storefront will be unique, but will follow a common theme that has been developed by INSOMIS Corp and its partners. We may re-use parts of the Agency's marketing material (obtained from the Agency's website). The processes used in the creation of AOM content are proprietary and are subject to copyright, trademark and patent regulation. INSOMIS Corp reserves the right to edit content, procedure, look and feel, or any other design elements at any time.

5 Reasons to act now!

1. Focus on running your business – leave online marketing to our team of experts.
2. We know your business. The relevance of our daily posts will impress your clients and prospects.
3. Active Online Marketing nicely rounds up all the other stuff we do for your agency today.
4. **R**³ - **R**evenues, **R**etention & **R**eferrals – our efforts will empower yours.
5. Cost/Benefit – no other marketing system will give you the ROI that AOM delivers.

Frequently Asked Questions

Q. My agency already does some of this in-house. How do we handle that?

A. To make it simpler, all of our team's efforts will be separate from your efforts. However, our social sites will complement and augment your efforts.

Q. Will I be able to approve the content?

A. Yes, you will be given a list of all the sites and can monitor content in real time.

Q. Can I make changes to the content?

A. Yes, you may request changes at any time, by requesting specific changes via email.

Q. How will you handle questions and feedback from our customers on the Social sites?

A. All feedback goes to our Online Marketing Team, who in turn will re-route them to a designated person in your agency.

Q. What type of reporting will I have?

A. Where possible - we track all clicks from the social sites to your website, quote pages, etc. This then is reported to you in your regular IMMS Usage Report.

Q. Will you take over our current online marketing efforts?

A. Yes, where needed and possible.

Q. What resources should my Agency provide?

A. You provide us with an internal point of contact, who will be our liaison. We have a best practices document that we encourage you to follow. This includes instructions on how to link to the social networking sites, how to encourage your clients to interact with you online, etc.

Q. Can I see samples?

A. Yes. Please contact us for samples and references.

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