

LIVE BOLDLY.
PREPARE ACCORDINGLY.



You're Invited to Be Part of Our 2017 Ad Campaign

Massachusetts Association
of Insurance Agents



This year, MAIA is launching a consumer advertising campaign that gets the word out about independent agents. Our campaign microsite, the Independent Agent Finder, helps people find agents in their area.

And that's where you come in.

Prospects will enter some basic information and be presented with a randomized list of local agents. We need one agent from every participating agency to fill out a profile. The personality put into each profile is what will make your agency stand out from the crowd. Don't miss your chance to generate new leads throughout the run of the campaign.

It's a one-time task that will be endlessly beneficial for your agency.

We're here to help make the process as easy as possible. Thank you in advance for being a central part of our campaign.

How to Get Your Agency Involved

1

Choose an Individual

Select one licensed individual to represent the agency. They will be the main point of contact for new leads generated by this campaign and should expect to reach out to new leads as quickly as possible. If your agency has multiple locations, choose one individual from each office.

2

Have Them Complete a Profile

The individual you designate should fill out a short form with info ranging from email address to favorite sport. Uploading a profile picture will make your presence on the microsite extra eye-catching.

That's it. The profile will only take a few minutes to complete. It's a great opportunity to promote your agency — and the better the profile is, the more leads you could generate for your agency.

Complete a profile today at massagent.com/microsite

Flip over for more guidance on creating a standout profile. →

What Goes Into a Great Agent Profile

Complete your profile online at massagent.com/microsite. We'll use the information you submit to create a profile page on our microsite that looks like the example seen here.

1. The Basics

Your name, the city or town you work out of, and a link to your company website go here.

2. Contact Info

Your professional phone number and email address are featured here so prospects can contact you directly.

3. Contact Button

If a prospect would like you to initiate the conversation, they'll click this button. You will receive a notification, and be provided the contact info you need to get started.

4. Profile Picture

Choose a photo that shows off your personality. It's the first thing people will notice about your profile.

5. Your Bio

Here's where you give prospects an idea of who you are, and why they might be interested in working with you. It's your opportunity to stand out. Write about what your life is like — the area you live in, what you like about your job, what keeps you busy on the weekends.

6. Interests & Activities

Write two short lists about your hobbies and how you're involved in your community.

The screenshot shows a profile for Cassandra Pitts, an independent agent for Nolan Insurance Agency Inc. in Plymouth, MA. The profile includes a header with the MAIA logo, a main header with the agent's name and location, a profile picture, contact information (phone and email), a 'Click and I'll contact you' button, a 'Back to results' link, a Google Map of the agent's location, an 'About Me' section with a bio, a list of interests and local activities, a list of favorite sports, a list of pets, a list of insurance products offered (Auto, Renters, Life, Motorcycle, Umbrella, Condo, Flood, RV), a 'Let's Get Social' section with social media icons, and a 'Print this page' button. Numbered callouts 1-10 point to the following elements: 1. Name and location; 2. Contact info; 3. Contact button; 4. Profile picture; 5. About Me bio; 6. Interests; 7. Local activities; 8. Map; 9. Insurance offered; 10. Social media links.

7. Fun Extras

Are you a cat person? Do you live and breath baseball? Choose from a list or write in your own answer. These extras are another way for prospects to get to know you.

8. Your Location

Enter the street address of your agency and we'll display a Google Map that gives people who visit your page a quick read on where you work.

9. The Insurance You Offer

You'll be provided with a list. All you have to do is select every insurance line that your company covers. This helps us match you with the right prospect.

10. Your Social Presence

List any and all social channels that you use to promote your business. These can be for your agency or for you specifically — just make sure to only provide the ones you want made public.