

## WHAT YOU SHOULD KNOW: MAIA's consumer advertising campaign



- **Campaign messaging** raises awareness about the value of working with a local independent agent over “the other guys”.
- **Target audience:** “adult mindset millennial”. More than just an age-group, we’re targeting younger professionals who are experiencing life triggers like marriage, home-buying, children, starting a business, ect.
- Digital ads will be placed on a mix of **high profile digital properties**, local news media, digital radio and social media sites. (ie. WCVB, The Weather Channel, Boston Globe, Facebook, Telegram & Gazette and many more.)
- Ads prompt targeted consumers to find an independent agent in their area at our microsite, ‘**The Independent Agent Finder**’.
- Basic information from the **consumer is matched to a list of randomized MAIA member profiles** in their local area.
- Agencies with a fully completed profile will appear more prominently on the listing.
- Consumers will select an agent from the listing and initiate contact in their preferred method with the agent.
- **The individual profile should be completed by the person who will be the primary contact with the consumer** and should expect to make contact as quickly as possible.
- If your agency has multiple locations, choose one individual from each office.
- The agency may need to change the individual in the future to employment changes or other reasons. No problem – just let us know.
- The agency will receive lead notification as well as reporting metrics about profile interactions. This information will be transparent to agency owners and principles as well as the selected individual.
- There is no fee to participate. The opportunity to be included is open to Full MAIA Members.
- **Launch is set for the early September 2017.**

The success of the campaign depends on your participation **now!** **To complete a profile, please have your chosen individual go to [massagent.com/microsite](https://massagent.com/microsite).**



**Be Bold.**  
**Prepare your profile...**

Need Help? We're here.  
Contact Heather Kramer or Melissa Murphy  
at 800-742-6363.