BERWICK
Marketing Services





WE PROVIDE

- Marketing Campaign Direction
- Agent/Agency Branding Advice
- Personalized Ad Templates
- Lead Programs
- Lead Generation Technology
- Social Media Guidance
- Retail Programs
- Direct Mail Campaigns
- Marketing Trainings
- Co-op Marketing Program

MARKETING

- Predesigned Templates
- Flyers
- Rack Cards
- Postcards
- Event Materials
- Newspaper/Magazine Ads
- Multi-Language Ads





PERSONALIZED ADS

- Targeted Messaging
- Business Logo & Tagline
- Event Details
- Contact Info
- Website
- Personal Photo
- QR Code

DIRECT MAIL

- Compliant Designs at No Cost
- Discounted Mailing Rates for Berwick Partners
- T65 – DUAL – SEP – AEP – RETENTION
- List Generation Included
- Support Creating Mailing Lists
- Every Door Direct Mail Options





LEAD GENERATION PROGRAMS

- **Provider Program:** Support patients and gain new members with access to popular nationwide provider groups
- **Retail:** Various Carrier-sponsored, National Pharmacy Chain and Region-specific opportunities
- **Sales/Educational Events:** Pre-designed templates and kits help make promoting your next event a breeze

LEAD GENERATION TECH

- **LeadCENTER:** Your go-to resource for quality Medicare and Life Insurance leads
- **T65.App:** Identify, locate and sort age-ins within your local market with this FREE mobile and desktop app
- **PlanENROLL:** Receive your own webpage and start attracting online Medicare shoppers today





LETTERS & EMAILS

Generate Leads:

- Medicare Clients
- Turning 65
- Dual Eligibles
- Group/Church Members

Generate Referrals:

- Fellow Insurance Professionals
- Doctor Offices
- Book of Business
- And More!

SOCIAL MEDIA

- Platform-specific Strategies
- “How-To” Guides
- Post Examples & Suggestions
- Compliance Guidance
- Content Reviews
- Video Ads/Posts





RETENTION RESOURCES

Stay top-of-mind with clients using efficient & timely postcard messaging:

- Quarterly/Seasonal
- Holidays
- Birthdays
- Are You Moving?
- AEP/Plan Review

ONE-ON-ONE CONSULTATIONS

Schedule an appointment with a marketing expert and get help making the most of your time and budget:

- Branding & Marketing Strategy
- Market Differentiation
- Maximize Available Resources
- Traditional & New Media
- Event Planning
- AEP Preparation





GET STARTED

All marketing catalogs, trainings, tech and templates are available on the **Berwick Agent Portal** at berwickinsurance.com.

If you have any questions, contact the Marketing Team at **888-745-2320** or marketing@berwickinsurance.com.

BERWICK INSURANCE GROUP
AN INTEGRITY COMPANY