

Marketing Brief

U.S. Group Marketing Department

Project: Microsite & Producer Resource Center

Background

The Microsite and Producer Resource Center are tools which will be used to provide our clients (internal and external) with the latest flyers, videos and educational materials.

Objective

Used to display latest marketing materials and host webinars.
Microsite – To give a summary of the different product benefits.
Producer Resource Center- To Display latest Marketing Materials and host webinars.

Target Audience

Account Management, Regional Sales Vice Presidents, Brokers.

Promise

Unified Marketing Materials and All-Access. PRC will be updated weekly and monitored by Compliance.

Key Message

PALIG's Marketing Department expects the PRC to be the primary source for viewing all flyers that are available through U.S. Group Marketing.

Timing & Parameters

Microsite is an extension of palig.com and has already launched. The PRC is available through the Microsite and is accessible through the Producer Resources section.