[Add your Agency Name]

[Agency Logo]

TRUSTED CHOICE® MARKETING PLAN

| What | When/Frequency | Who | Vehicle / Location |
| --- | --- | --- | --- |
| Pledge of Performance | Ongoing | Website Visitors | Website:  Home Page  About Us Section |
| Pledge of Performance | Ongoing | Customers  Prospects  Carriers | Agency LinkedIn Profile |
| Pledge of Performance | Ongoing | Customers  Prospects  Carriers | Agency Twitter Page |
| Pledge of Performance | Ongoing | Customers  Prospects  Carriers | Agency Facebook Page |
| Pledge of Performance | Ongoing | Customers  Prospects  Carriers | Email Signature, link to website |
| Pledge of Performance | Annually | Agency Customers | Mail (with Annual Privacy Notice) |
| Pledge of Performance | Annually | Agency Staff | Staff Meeting Review |
| Pledge of Performance | Quarterly | Customers  Prospects  Carriers | Agency Newsletter |
| Trusted Choice® Logo   * Stand Alone * With Agency Logo | Ongoing | Website Visitors | Website:  Home Page  Web Page Template (Header or Footer) |
| Trusted Choice® Logo   * Stand Alone * With Agency Logo | Ongoing | Customers  Prospects  Carriers | Email Footer  Add in signature line with Agency Logo |
| Trusted Choice® Logo   * Stand Alone * With Agency Logo | Ongoing | Customers  Prospects  Carriers | Agency Letter Head |
| Trusted Choice® Logo   * Stand Alone * With Agency Logo | Ongoing | Customers  Prospects  Carriers | Agency Business Cards |
| Trusted Choice® Logo   * Stand Alone * With Agency Logo |  | Customers  Prospects  Carriers | Agency Newsletter |
| Trusted Choice® Logo   * Stand Alone * With Agency Logo |  | Customers  Prospects  Carriers | Agency Advertisements  Newspaper  Other Publications |
| Trusted Choice® Logo   * Stand Alone * With Agency Logo |  | Customers  Prospects  Carriers | Agency Brochure  With Agency Logo |
| Trusted Choice® Logo   * Stand Alone * With Agency Logo | Ongoing | Customers  Prospects  Carriers | Agency LinkedIn Profile |
| Trusted Choice® Logo   * Stand Alone * With Agency Logo | Ongoing | Customers  Prospects  Carriers | Agency Twitter Page |
| Trusted Choice® Logo   * Stand Alone * With Agency Logo | Ongoing | Customers  Prospects  Carriers | Agency Facebook Page |