[Add your Agency Name]

[Agency Logo]

TRUSTED CHOICE® MARKETING PLAN

| What | When/Frequency | Who | Vehicle / Location |
| --- | --- | --- | --- |
| Pledge of Performance | Ongoing | Website Visitors | Website:Home PageAbout Us Section |
| Pledge of Performance | Ongoing | CustomersProspectsCarriers | Agency LinkedIn Profile |
| Pledge of Performance | Ongoing | CustomersProspectsCarriers | Agency Twitter Page  |
| Pledge of Performance | Ongoing | CustomersProspectsCarriers | Agency Facebook Page |
| Pledge of Performance | Ongoing | CustomersProspectsCarriers | 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 | CustomersProspectsCarriers | Agency Newsletter |
| Trusted Choice® Logo* Stand Alone
* With Agency Logo
 | Ongoing | Website Visitors | Website:Home PageWeb Page Template (Header or Footer) |
| Trusted Choice® Logo* Stand Alone
* With Agency Logo
 | Ongoing | CustomersProspectsCarriers | Email FooterAdd in signature line with Agency Logo |
| Trusted Choice® Logo* Stand Alone
* With Agency Logo
 | Ongoing | CustomersProspectsCarriers | Agency Letter Head |
| Trusted Choice® Logo* Stand Alone
* With Agency Logo
 | Ongoing | CustomersProspectsCarriers | Agency Business Cards |
| Trusted Choice® Logo* Stand Alone
* With Agency Logo
 |  | CustomersProspectsCarriers | Agency Newsletter |
| Trusted Choice® Logo* Stand Alone
* With Agency Logo
 |  | CustomersProspectsCarriers | Agency AdvertisementsNewspaperOther Publications |
| Trusted Choice® Logo* Stand Alone
* With Agency Logo
 |  | CustomersProspectsCarriers | Agency BrochureWith Agency Logo |
| Trusted Choice® Logo* Stand Alone
* With Agency Logo
 | Ongoing | CustomersProspectsCarriers | Agency LinkedIn Profile |
| Trusted Choice® Logo* Stand Alone
* With Agency Logo
 | Ongoing | CustomersProspectsCarriers | Agency Twitter Page  |
| Trusted Choice® Logo* Stand Alone
* With Agency Logo
 | Ongoing | CustomersProspectsCarriers | Agency Facebook Page |