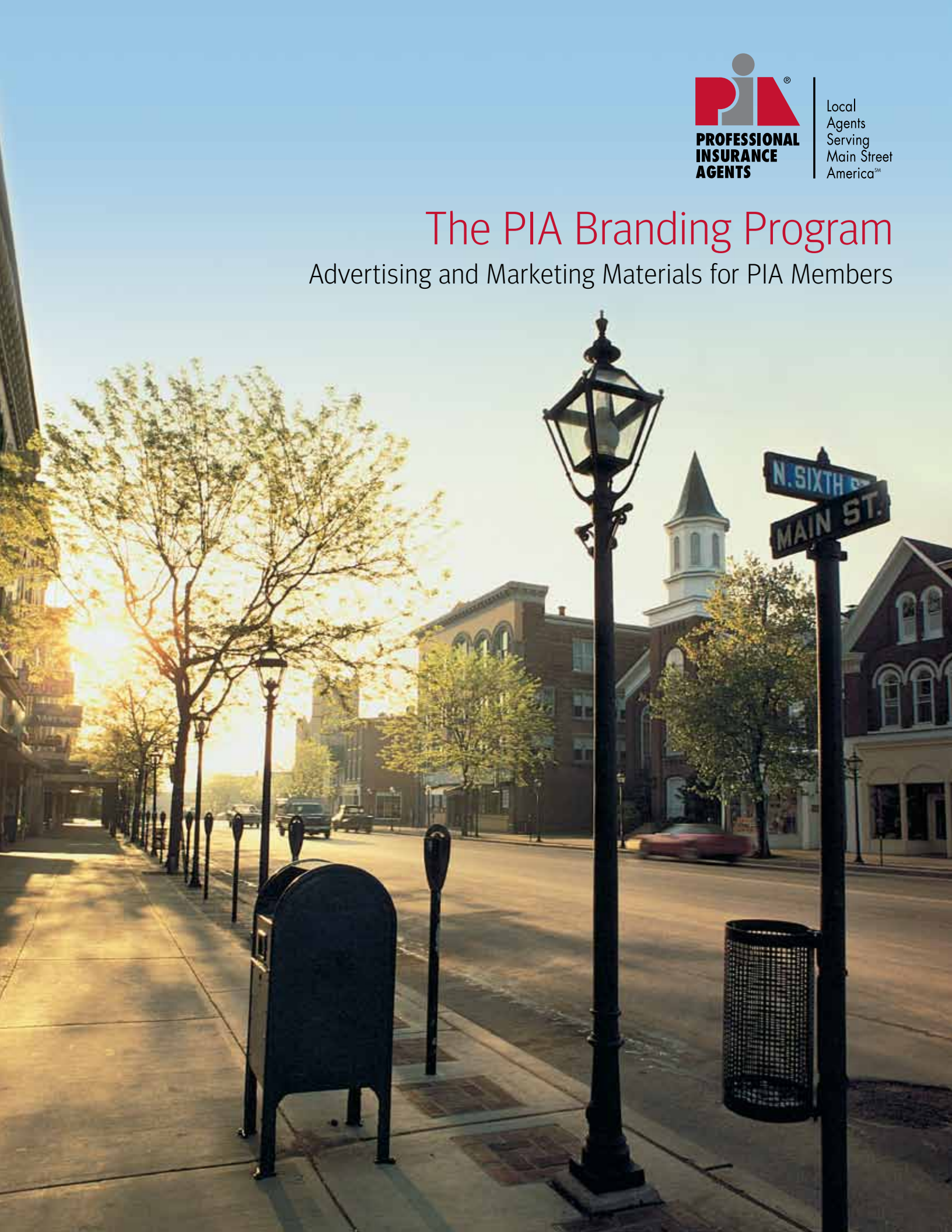




Local  
Agents  
Serving  
Main Street  
America™

# The PIA Branding Program

Advertising and Marketing Materials for PIA Members



# The PIA Branding Program: Advertising and marketing

If you are looking for cutting edge information to help your agency stay on top of marketing trends, or if your agency is looking for quality advertising materials, PIA can help.

Through the PIA Branding Program, PIA provides PIA members with a number of resources free of charge. These resources include:

- print advertisements (English/Spanish)
- radio advertisements (English/Spanish)
- the annual *PIA National Agency Marketing Guide*

This brochure provides a brief description of the materials currently available through the PIA Branding Program. To access these materials, as well as new materials PIA will be adding to the program, visit [www.piabradingprogram.com](http://www.piabradingprogram.com).

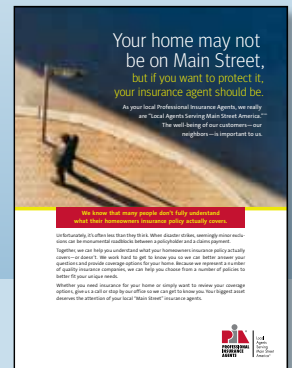
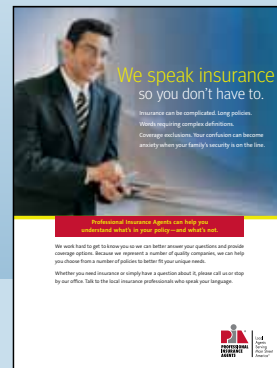
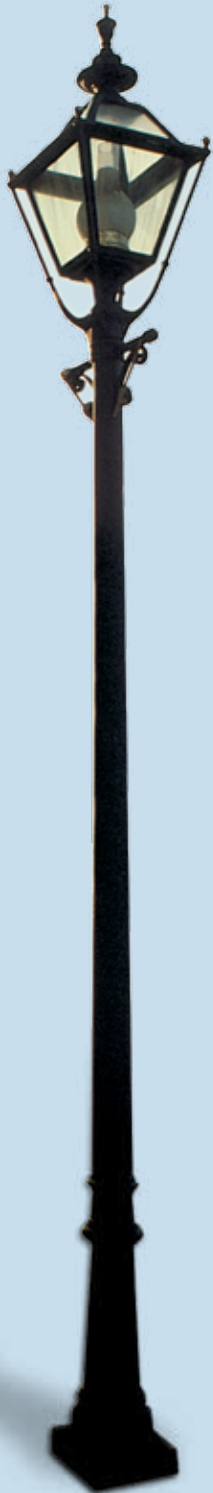
## Advertising Materials

PIA's print and radio advertisements are a smart way to differentiate your agency from the competition. Our **personal lines** ads will educate your local consumers about the many reasons that local, professional, independent insurance agents are superior to captive agents and direct writers' 800 numbers and websites. In particular, the ads focus on the combination of choice and personal support and service that only Professional Insurance Agents can provide.

Our **commercial lines** ads let local businesses know that you don't just sell insurance, you forge a relationship based in care and respect. This intimate knowledge, coupled with your experience and access to resources, ensures you can answer their questions and provide useful coverage options for their unique businesses.

PIA's print and radio ads are **available in both English and Spanish**. All ads can be customized with your agency information. If your agency qualifies for cooperative advertising dollars from one of the companies you represent, you may be able to use those dollars to pay for the placement of your PIA Branding Program advertisements.

PIA members can download all of PIA's ads free of charge at [www.piabradingprogram.com](http://www.piabradingprogram.com).



[www.piabradingprogram.com](http://www.piabradingprogram.com)

# Marketing tools for Local Agents Serving Main Street America<sup>SM</sup>



## Marketing Materials

As demographics and buying habits change, PIA members must adjust the tried and true marketing techniques that they have relied upon for years so that they can continue to have sales success in the future. PIA helps its members understand and master the latest marketing trends through its annual *PIA National Agency Marketing Guide*.

PIA's *Agency Marketing Guide* contains hands-on marketing advice from some of the insurance industry's premier experts as well as experts from outside our industry. It's a valuable commentary on what is working for agents in today's marketplace, with numerous examples from real agents who are experiencing success.



Past editions of the *PIA National Agency Marketing Guide* have focused on how agents can market their services using the internet and social media. PIA members can read digital versions of the *PIA National Agency Marketing Guide* at [www.piabrandingprogram.com](http://www.piabrandingprogram.com).

## Get Started Now!

To learn more about the PIA Branding Program and to access the materials described here, PIA members should visit PIA National's website at [www.piabrandingprogram.com](http://www.piabrandingprogram.com).

[www.piabrandingprogram.com](http://www.piabrandingprogram.com)



# Local Agents Serving Main Street America<sup>SM</sup>

It's not just a tagline. It's who we are.

## Local Agents.

### That's what PIA members are.

Professional Insurance Agents who are members of their communities.

But PIA members are more. PIA members are friends who help their neighbors protect what they value most: their homes, their automobiles, their businesses, their assets — their very way of life.

PIA members provide their neighbors with personal support and service, plus a choice of insurance products to meet their needs. Not from just one company, but from many quality insurance companies that support America's independent agency distribution system.

## Serving Main Street America.

### Main Street is more than a location.

It's an attitude. It's where PIA members do business. Main Street is where our heart is, and it's where our customers want to do business. Why?

Because people prefer to deal with someone they know and trust when it comes to protecting what they have worked so hard to achieve.



Local  
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America<sup>SM</sup>

### National Association of Professional Insurance Agents

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## The PIA Branding Program

PIA's *Local Agents Serving Main Street America*<sup>SM</sup> advertising program is a powerful branding tool, available exclusively to PIA members as part of their membership. The information contained in the annual *PIA National Agency Marketing Guide* provides agents with cutting edge insight so that they can stay ahead of marketing trends. Together these materials — available free of charge to PIA members — make up the PIA Branding Program.

Learn more about this powerful, PIA member-only benefit by visiting PIA National's website at [www.piabrandingprogram.com](http://www.piabrandingprogram.com).

Have a question about the PIA Branding Program? Please contact the program's managers listed below, or contact them both at [piabrandingprogram@pianet.org](mailto:piabrandingprogram@pianet.org).

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