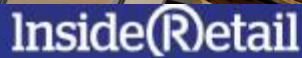


Ten things to know about Services Marketing

Nick Hill
Director





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Public relations

Sponsorship maximisation

Website development

Ten tips for Services Marketing

1. It all starts with a plan
2. Educate don't sell - trust
3. Package product
4. Everything works together
5. Be memorable
6. Use what you have got
7. Keep your eye on the ball
8. Measure it
9. Client account management
10. Get out there

1. Develop your game plan

2. Educate don't sell

- Build trust
- Client stories
- Public relations
- Blogs



MARKETING BUSINESS TOOLBOX

10 tips

for successful marketing
for SME brokers

Here are 10 practical tips that will improve a broker's approach to marketing and help drive increased profit.

By Nick Hill, Director, Hillster Marketing

3. Package product

- Make it tangible
- Basic and bells & whistles



4. Everything works together



5. Be memorable



6. You already have some great shots



7. Keep your eye on the ball



7. Or else.....



8. Measure it



9. Client account management

- Know your client's team
- Separate from service delivery
- Provide return on investment reports
- Be proactive

10. Get out on the court



Parting shot – Jargon bust

Common insurance acronyms

- BI
- PI
- PL
- NATCAT
- U/W
- SME
- EBITA

Jargon busting



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Good luck!

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