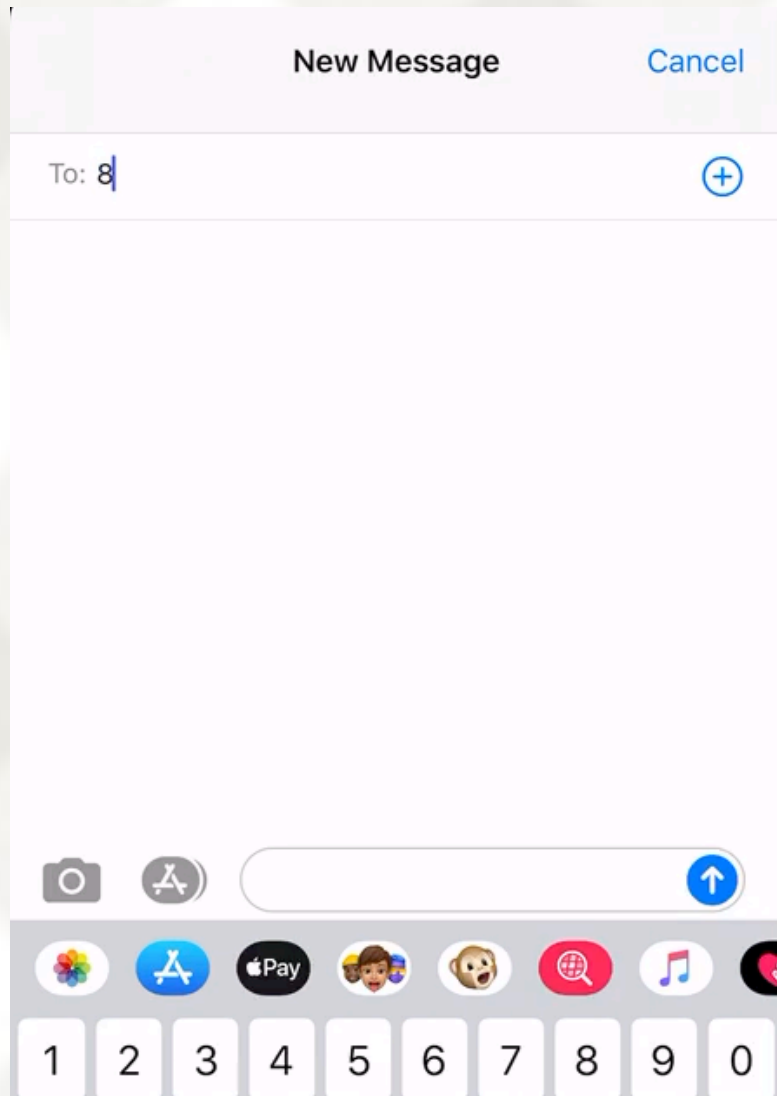


THANK YOU!



CONNECT WITH US



**TEXT “HI CHRIS” TO
860-200-2191**

- Add Chris Paradiso to your contacts
- Share some information about yourself, your agency, and your goals
- Connect on social media!

SHARE TODAY ON SOCIAL MEDIA

#PARADISOPRESENTS20



CHRIS PARADISO

PARADISO INSURANCE

- **WHO AM I?**
- **WHERE WAS I 10 YEARS AGO?**
- **WHAT WAS I STRUGGLING WITH?**
- **WHAT DID I DO?**
- **WHERE I AM NOW?**



**YOUR PERCEPTION
BEGINS WITH
YOUR
BRAND**



DO YOU HAVE A BRAND GUIDE?





OUR AGENCY STANDS FOR



THE FUTURE OF THE AGENT



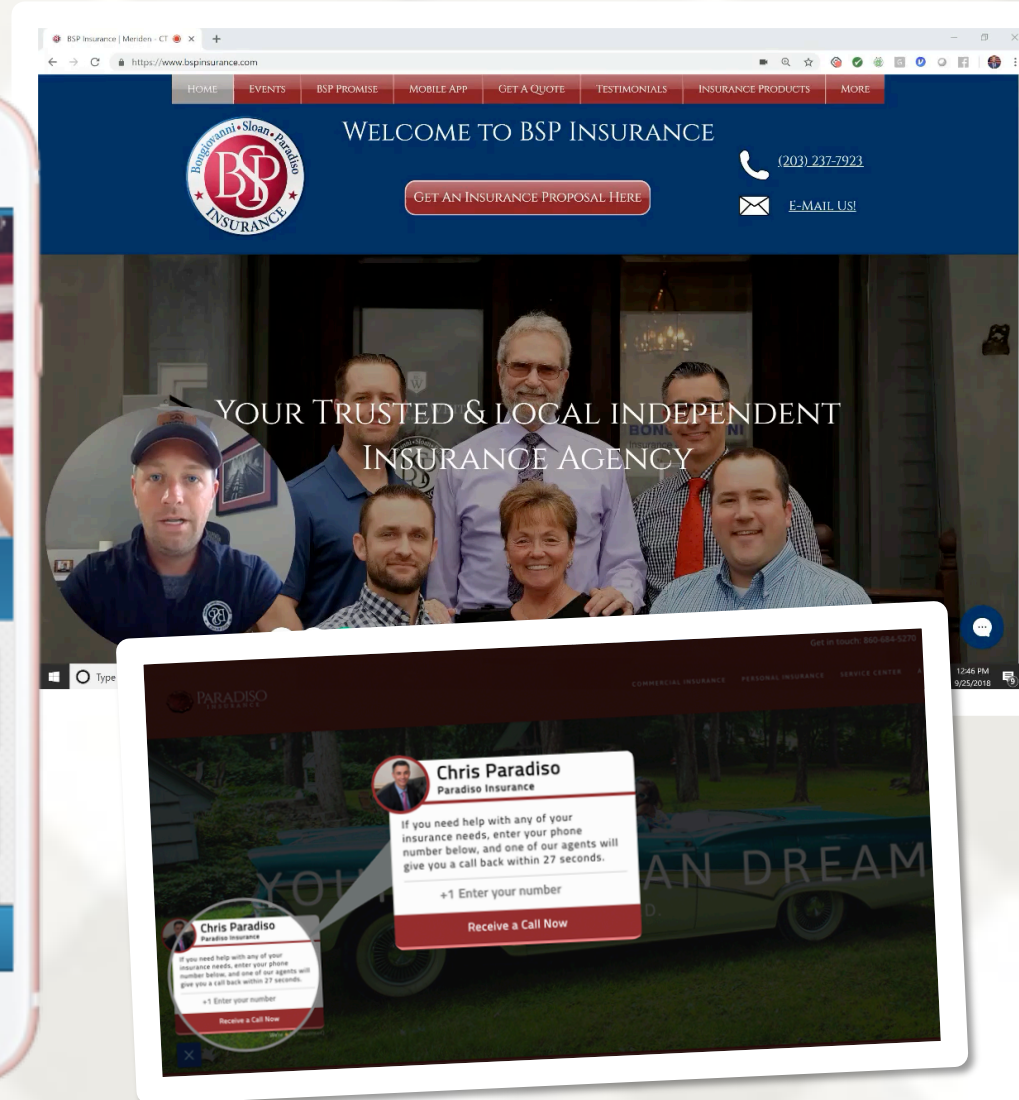
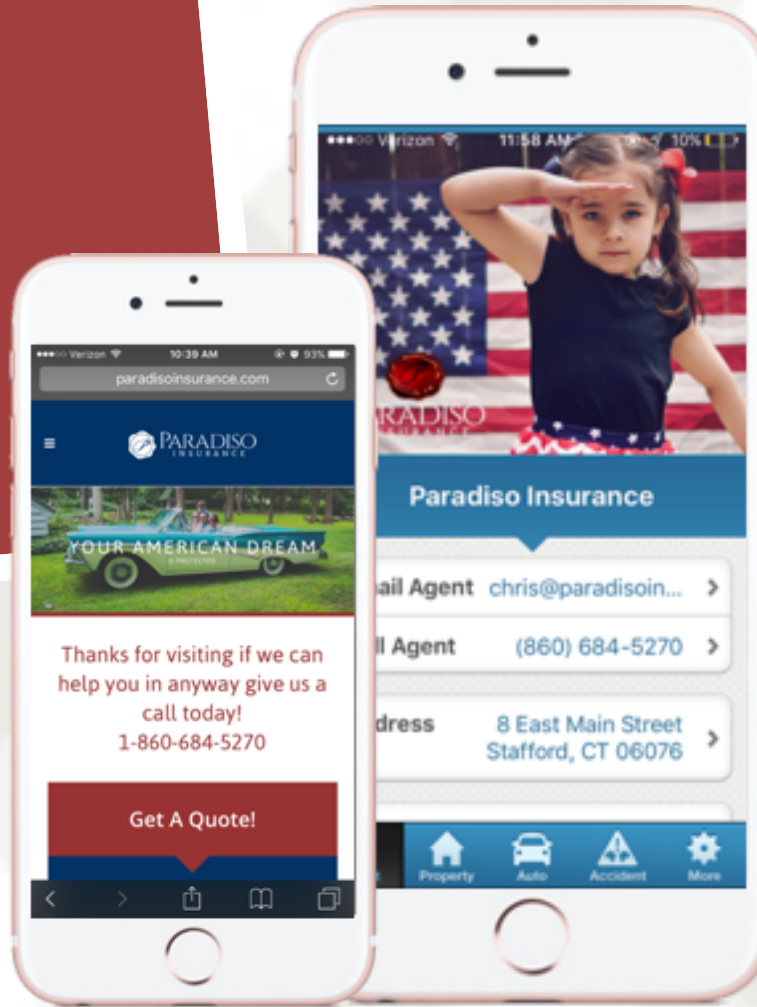
New Testimonial
M&P Insurance Services

Angela Meachum

You gave me and my husband information about several different insurance policies that would work for us, answered all our questions and explained it so that we could make a good selection to meet our needs.

[View all testimonials.](#)

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YOUR AGENCY SUPERPOWERS



**SOCIAL
MEDIA**



**VIDEO
MARKETING**



**AUTOMATION
TOOLS**



**EMBRACING
INSURTECH**



**DATA
ANALYSIS**

A hand holding a smartphone is visible on the left side of the image. A blue overlay covers the left half, and a diagonal white line separates it from the right half. The text is positioned on the right side.

THE POWER OF **SOCIAL MEDIA**

SOCIAL MEDIA 101

VISUAL CONTENT IS KING

PERSONAL LINES



FACEBOOK



PINTEREST

COMMERCIAL LINES



LINKEDIN



BLOGGING



THE POWER OF **CONTENT**

GET TO KNOW YOUR MARKETING PERSONA

Marketing personas are, “a semi-fictional representation of your ideal customer based on **market** research and real data about your existing customers. When creating your **persona**(s), consider including customer demographics, behavior patterns, motivations, and goals. The more detailed you are, the better.”

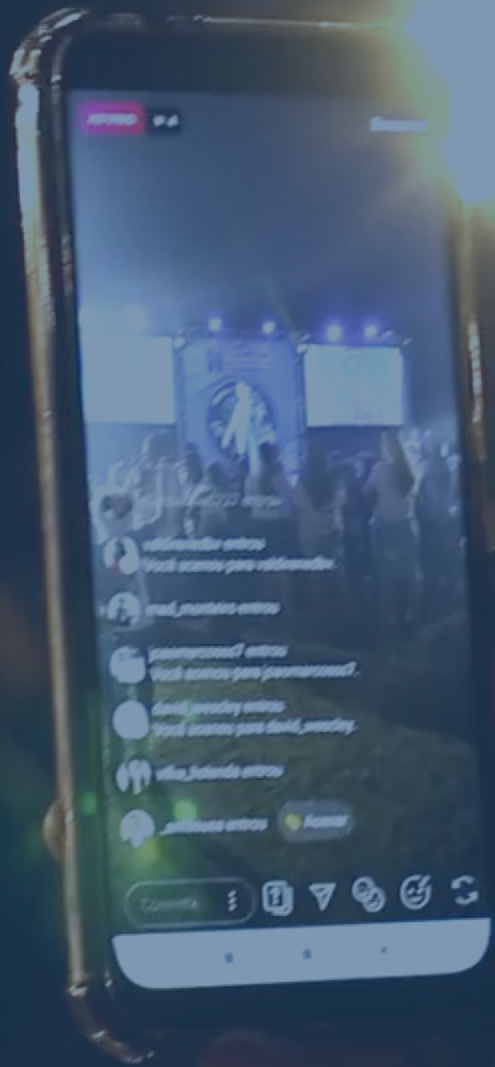
– Hubspot



BLOG CONTENT CALENDAR

Recycled blog content is to be scheduled and shared on Mondays, Wednesdays, and Fridays for Paradiso Insurance, a New content is to be scheduled and shared for both on Thursdays. Recycled Content is Linked. Purple = New Content

Schedule Date	Blog Post Title	Department Focus	Keyword Focus	Status
1/1/2019	"The Importance of Accommodating Disabilities in the Workplace"	FedEx	▼ accommodating disabilities in the workplace	In progress
1/2/2019	Smart Frugal Tips to Save Money at Home	General	▼ tips to save money at home	Done
1/3/2019	"Meet the Staff: Ross Luginbuhl"	General	▼ ross-luginbuhl	Done
1/3/2019	Placeholder: new Fedex blog	FedEx	▼	
1/4/2019	Keeping your Gym Successful During the New Year's Gym Rush	Commercial	new year's gym	Done
1/7/2019	"Are You Aware of the Differences Between an Independent Insurance Agency and an Insurance Carrier?"	General	▼ independent insurance agency	Done
1/8/2019	Parcel Professional Safety Tips to Know for the Winter Weather	FedEx	▼ parcel professional safety tips	
1/9/2019	"Why You Need to Create a Home Inventory List for Insurance Purposes"	Personal	▼ home inventory list for insurance purposes	In progress
1/10/2019	"Did You Know About the Paradiso Insurance Referral Program?"	General	▼ paradiso insurance referral program	
1/10/2019	Placeholder: new Fedex blog	FedEx	▼	
1/11/2019	"6 Steps to Take After a Car Accident"	Personal	▼ 6 steps to take after a car accident	
1/14/2019	"How to Prevent Slip and Fall Accidents at Your Business this Winter"	Commercial	▼ how to prevent slip and fall accidents	
1/15/2019	Parcel Professional Safety Tips: Preventing Claims	FedEx	parcel professional safety tips	
1/16/2019	"How to Prevent a Home Roof Claim in the Wintertime"	Personal	▼ home insurance roof claim	
1/17/2019	Partner Promo: "	General	▼	
1/17/2019	Placeholder: new Fedex blog	FedEx	▼	
1/18/2019	Supporting our Troops on RED Friday	General	RED Friday	
1/21/2019	"4 Motivational Ways to Make Your New Year's Resolution Stick"	General	▼ how to make your new year resolution stick	
1/22/2019	What is an Ex-mod? Understanding your Insurance	FedEx	understanding your insurance	
1/23/2019	"How to Make a Small Business Cyber Security Plan"	Commercial	▼ small business cyber security plan	
1/24/2019	"Fun Winter Events in Connecticut to Help You Plan a Family Day"	General	▼ winter events in connecticut	
1/24/2019	Placeholder: new Fedex blog	FedEx	▼	
1/25/2019	"Snowmobile Safety Tips to Consider While You Ride"	Personal	▼ snowmobile safety tips	
1/28/2019	New Year, New You: Our Favorite Fitness Routines	General	New year, new you	
1/29/2019	Avoiding Dog Bites as a Parcel Professional	FedEx	▼ avoiding dog bites	
1/30/2019	"4 Selfless Ways to Help Those in Need this Winter"	General	▼ ways to help those in need	
1/31/2019	"Help Us Send Love to Our Military"	General	▼ send love to our military	



THE POWER OF **VIDEO**

VIDEO MARKETING 101:

WHY VIDEO?

“By 2020, there will be almost **A MILLION MINUTES OF VIDEO PER SECOND** crossing the internet. By then, **82% OF ALL CONSUMER WEB TRAFFIC WILL BE VIDEO.**”

- Cisco



SUPPORT OUR VETERANS

[HOME](#)[EVENTS](#)[BSP PROMISE](#)[MOBILE APP](#)[GET A QUOTE](#)[TESTIMONIALS](#)[INSURANCE PRODUCTS](#)[MORE](#)

WELCOME TO BSP INSURANCE

[GET AN INSURANCE PROPOSAL HERE](#)[\(203\) 237-7923](tel:(203)237-7923)[E-MAIL US!](#)

YOUR TRUSTED & LOCAL INDEPENDENT
INSURANCE AGENCY



THE POWER OF **AUTOMATION**

EMAIL MARKETING + CRMS



How Rocket Referrals does it:



Understand
your clients



Automate your
communications



Stand out
online



Track your
performance



Get expert
guidance

Understand your clients.

- Track loyalty trends with the Net Promoter Score® (NPS®) survey.
- Quickly figure out who your best clients are and who's likely to leave.
- Find out what makes clients happy and how you could improve.



How likely are you to
recommend us to a friend
or colleague?

0 1 2 3 4 5 6 7 8 9

Not at all likely

Extremely

10

Steve Thompson

Kind and knowledgeable service, very helpful with helping me figure out the issue.

10

Katie Stevens

The set up process was painless, and the database import feature is smooth!



"Rocket Referrals is awesome. They do a great job keeping my existing clients engaged so that I can focus on selling insurance."

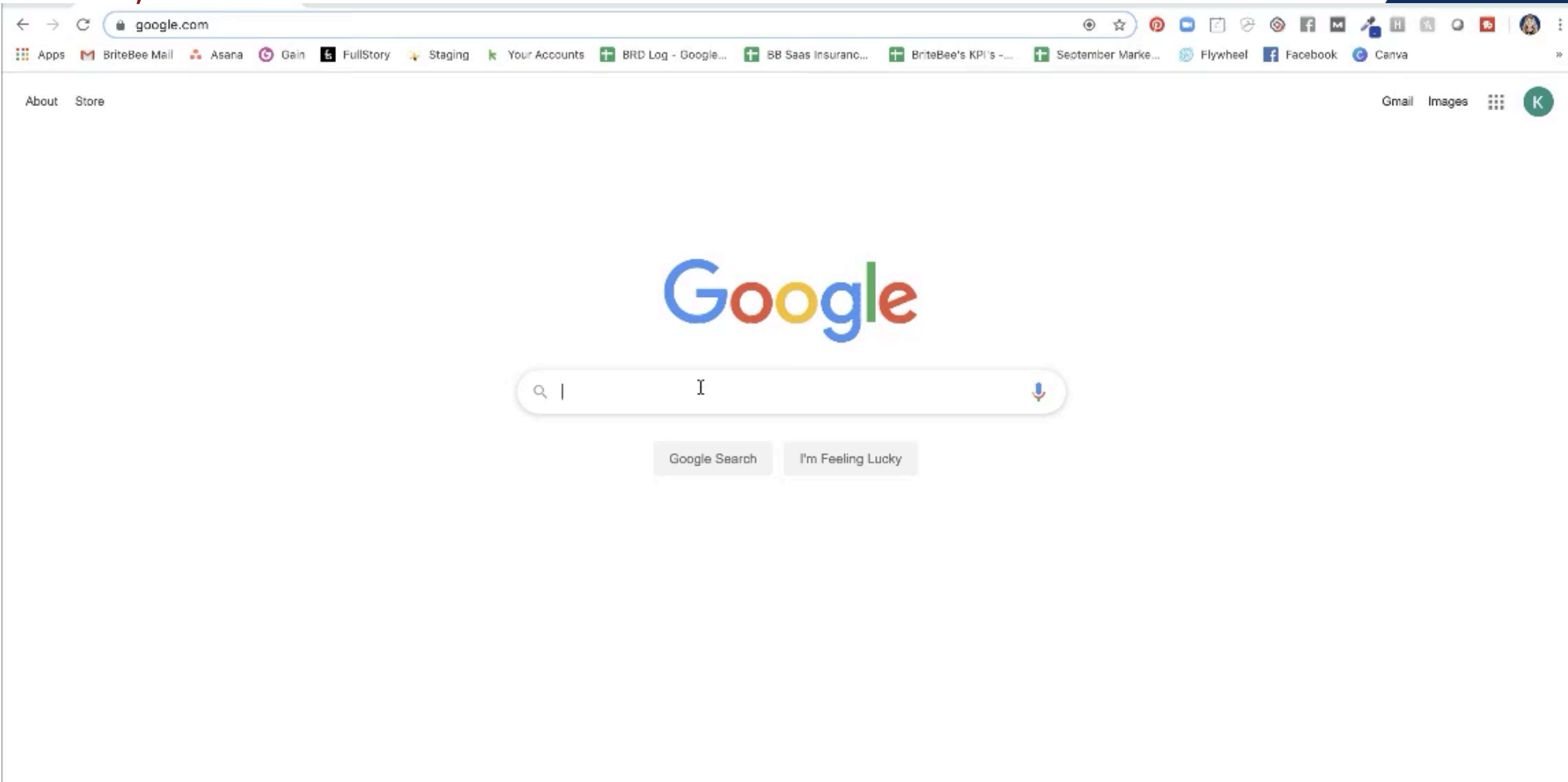
Jason Cass

President, JDC Insurance Group

INSURTECH



HELPING AGENCIES BE FOUND BY THEIR BRAND, PRODUCTS THEY OFFER, NICHEs THEY SERVE, AND CARRIERS THEY REPRESENT.





**You sell insurance,
we do the rest.**

ePayPolicy



www.coverdesk.com

Office-Based Virtual Assistants in Manila, Philippines





THE POWER OF

DATA

HOW IMPORTANT IS OUR DATA?

DATA WORKS FOR YOU

- NEW BUSINESS
- IDENTIFYING OPPORTUNITIES IN EXISTING BUSINESS
- QUALIFYING “GOOD BUSINESS”
- LOYALTY SCORE
- IDENTIFYING “BAD BUSINESS” IN BOOK OF BUSINESS

WHAT ARE WE

DOING WITH OUR DATA?

AVAILABLE DATA IS POWER

IDENTIFY PERSONAL RECORDS

Active | Dead file | Prospects | Leads

ENRICHING OUR

AVAILABLE DATA

PROPERTY VALUE **VACANCY** **BUSINESS SUMMARY**
POPULATION **GENDER**
HOUSEHOLD INCOME **AGE**
VALUES **LIFESTYLE SEGMENTS** **HOME CONSTRUCTION**

ALL IN THE DATA

GAINING INSIGHTS

	\$0	\$1 - \$1,499	\$1,500 - \$3,499	\$3,500 - \$7,499	\$7,500 - \$14,999	\$15,000 - \$24,999	\$25,000 - \$39,999	\$40,000 - \$74,999	\$75,000+
Less than \$15,000	9	13	9	9	3	1	1		
\$15,000 - \$19,999	1	4	6	2	2	2	1		
\$20,000 - \$29,999	2	14	12	6	5	4	3	1	1
\$30,000 - \$39,999	5	14	13	7	3	4	6	2	
\$40,000 - \$49,999		11	11	3	7	3	3	1	
\$50,000 - \$59,999	1	21	5	6	9	8	9	9	1
\$60,000 - \$74,999		24	21	4	12	18	22	6	4
\$75,000 - \$99,999		47	19	8	29	35	28	27	17
\$100,000 - \$124,999		15	11	10	12	36	29	55	38
\$125,000 - \$149,999		10	9	5	20	25	17	41	32
\$150,000 - \$199,999		7	7	6	8	20	36	39	36
\$200,000 - \$249,999		1	3	7	12	13	16	34	25
\$250,000 - \$399,999			1		5	3	5	12	28
\$400,000 - \$499,999				1	1	2	4	2	1
\$500,000+								4	13

High debt
compared to
income



Very low debt compared to household income

RECOGNIZED OPPORTUNITY



- Coins
- Jewelry
- Classic Cars
- Travel
- Dolls
- And more!

IDENTIFIED RISK



- Smoking
- Gambling
- Bankruptcy

ALL IN THE DATA

USE CASE EXAMPLES

- Improve leads and prospects conversion to customers
- Cross-sell and up-sell among existing customers
- Improve retention
- Pairing data with Net Promoter Score (Rocket Referrals)

MAKE CUSTOMER EXPERIENCE YOUR DIFFERENTIATOR!

Paradiso
PRESENTS



2 DAY HANDS ON MARKETING WORKSHOP

THU, APR, 2, 2020 - FRI, APR 3, 2020

ROCKET REFERRAL DES MOINES, IA

MON, MAY 4, 2020 - TUE, MAY 5, 2020

NSI INSURANCE GROUP MIAMI, FL

WED, MAY 20, 2020 - THU, MAY 21, 2020

RT SPECIALTY, LLC

CLICK FOR MORE INFORMATION AND TO REGISTER

**COME
JOIN
US**



GET OUT
OF YOUR
COMFORT
ZONE



CParadiso@ParadisoInsurance.com | www.ParadisoInsurance.com