



The Guide to Understanding Insurance Marketing: How leading insurers promote their products, and how to make a pitch that resonates with them

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"The Guide to Understanding Insurance Marketing," published by A.M. Best Co., looks at how leading insurers promote their products, and how service providers make a pitch that resonates with them. This easy-to-read, 82-page guide surveys the marketing landscape used in building, promoting and analyzing brands, complete with quizzes, interesting facts and helpful tips from marketing executives at insurance companies and marketing experts. A branding overview includes logo and Web site design, pricing, trademarks, market analysis and value positioning. Marketing techniques defined include direct, e-mail, Internet, including search-engine optimization and affiliate. Other considerations include media choices in advertising, public relations, trade shows, sponsorships, multicultural and social media marketing, and Web analytics. Also included are listings of 400 top property/casualty & life/health companies, leading reinsurers, brokers and insurance and insurance-related publishers.

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