

# Digital Marketing Co-Op Program



# Your Success is Our First Priority

Thank you for being a valued partner of Mountain Life Insurance. In the interest of building an even stronger bond and helping your agency achieve even more success in 2020 and beyond, we are proud to introduce to you our new Digital Marketing Co-Op Program. Because we recognize that having a solid website and internet presence is a must for insurance agencies today, we've partnered with Titan Web Marketing Solutions. They are a leading provider of website, search and social media marketing services specifically customized for independent insurance agencies across the country.

## How the Co-Op Program Works

### Opting-In

First your agency must choose one of the four plans that Titan Web Marketing Solutions offers. Because your agency is a Mountain Life Insurance partner, Titan has agreed to reduce their normal setup fee for each plan to just \$1. Upon signing Titan's proposal your agency will be considered having opted into the program and will be able to start accumulating Co-Op dollars. Titan will also at that time report your opt-in to the program and the plan chosen to Mountain Life. Plans can be changed at anytime, with such changes also being reported to Mountain Life.

### Accumulation of Co-Op Dollars

Unlike most co-op marketing programs that are based on total premium written, we've tried to keep this simple and easy to achieve. We want a win-win for us both. Just have 1 Life Application issued per month and we'll pay for your website on the Develop Plan. So the co-op reimbursement to the agencies is determined by the number of insurance policies sold and issued, which is tracked by Mountain Life Insurance. We'll begin tracking policies as soon as you've opted into the program, and applications issued are cumulative (so if you have 12 apps issued by August, you are considered qualified for the entire year under Option 1, etc). This way while you go through the setup process with Titan you can still bank some early co-op dollars with any issued applications. Co-Op dollars can only be applied to the cost of the plan you choose and not any additional services.

### Reimbursement will work as follows per month:

- One Issued Application Per Month = **\$75 Reimbursement for Develop Plan**
- Two Issued Applications Per Month = **\$125 Reimbursement for Grow Plan with Social**
- Three Issued Applications Per Month = **\$175 Reimbursement for Grow Plan with Local**
- Four Issued Applications Per Month = **\$225 Reimbursement for Accelerate Plan**

*You pick the plan and then Mountain Life will credit you accordingly. (So, if you want the Grow with Social Plan, just have 2 issued Mountain Life policies per month and we'll pick up the tab. If you are in the Grow with Social Plan and issue 3 or more policies in a month, we will credit/bank those applications for you for future months.)*

# Payment to Titan and Mountain Life Reimbursement to Your Agency

Your agency is responsible for making payments directly to Titan Web Marketing Solutions for services. Additional marketing add-ons to your plan may also be purchased from Titan, but the cost is solely your responsibility. Besides the initial \$1 setup fee, Titan will not charge your monthly plan fee until your new website is live. Once your new website is live Mountain Life Insurance will begin your reimbursements directly to your agency the following month based on qualification.

## Digital Marketing Plans

### DEVELOP PLAN

**\$75** /mo

#### Website

- Premium Website Design
- Mobile Responsive Website
- Domain Name Registration & Renewals
- Website Hosting
- SSL Encryption
- Sucuri Website Security
- Website Content Editor
- Comparative Rater Integration
- Policy Service Center
- Insurance Content
- Quote Forms
- Stock Photos
- Social Media Link Integration
- Website Management & Updates - 1Hour/Month

#### Search Engine Optimization (SEO)

- SEO Optimized Page Text & Meta Descriptions
- Optimized for Your Location
- XML Sitemap Submission
- Google Analytics Setup
- Google Search Console Setup
- Bing Webmaster Tools Setup

#### Content Marketing

- Wordpress Blog Setup
- Monthly Blog Posts - 1/Month

### GROW PLAN with SOCIAL

**\$125** /mo

#### Website

- Premium Website Design
- Mobile Responsive Website
- Domain Name Registration & Renewals
- Website Hosting
- SSL Encryption
- Sucuri Website Security
- Website Content Editor
- Comparative Rater Integration
- Policy Service Center
- Insurance Content
- Quote Forms
- Stock Photos
- Social Media Link Integration
- Website Management & Updates - 1Hour/Month

#### Search Engine Optimization (SEO)

- SEO Optimized Page Text & Meta Descriptions
- Optimized for Your Location
- XML Sitemap Submission
- Google Analytics Setup
- Google Search Console Setup
- Bing Webmaster Tools Setup

#### Content Marketing

- Wordpress Blog Setup
- Monthly Blog Posts - 2/Month

#### Facebook Marketing

- Facebook Posts - 8/Month

### GROW PLAN with LOCAL

**\$175** /mo

#### Website

- Premium Website Design
- Mobile Responsive Website
- Domain Name Registration & Renewals
- Website Hosting
- SSL Encryption
- Sucuri Website Security
- Website Content Editor
- Comparative Rater Integration
- Policy Service Center
- Insurance Content
- Quote Forms
- Stock Photos
- Social Media Link Integration
- Website Management & Updates - 1Hour/Month

#### Search Engine Optimization (SEO)

- SEO Optimized Page Text & Meta Descriptions
- Optimized for Your Location
- XML Sitemap Submission
- Google Analytics Setup
- Google Search Console Setup
- Bing Webmaster Tools Setup

#### Content Marketing

- Wordpress Blog Setup
- Monthly Blog Posts - 2/Month

#### Local Search Marketing

- SEO Management & Updates
- Google My Business Page & Updates
- Bing Local Profile & Updates
- Local Business Listing Creation
- Monthly Ranking Report (Additional Locations Managed \$100 Each)

### ACCELERATE PLAN

**\$225** /mo

#### Website

- Premium Website Design
- Mobile Responsive Website
- Domain Name Registration & Renewals
- Website Hosting
- SSL Encryption
- Sucuri Website Security
- Website Content Editor
- Comparative Rater Integration
- Policy Service Center
- Insurance Content
- Quote Forms
- Stock Photos
- Social Media Link Integration
- Website Management & Updates - 1Hour/Month

#### Search Engine Optimization (SEO)

- SEO Optimized Page Text & Meta Descriptions
- Optimized for Your Location
- XML Sitemap Submission
- Google Analytics Setup
- Google Search Console Setup
- Bing Webmaster Tools Setup

#### Content Marketing

- Wordpress Blog Setup
- Monthly Blog Posts - 4/Month

#### Facebook Marketing

- Facebook Posts - 12/Month

#### Local Search Marketing

- SEO Management & Updates
- Google My Business Page & Updates
- Bing Local Profile & Updates
- Local Business Listing Creation
- Monthly Ranking Report (Additional Locations Managed \$100 Each)

### ADDITIONAL ADVERTISING

- Facebook Like Campaigns (Budget/month \$150, \$250, \$350)
- Facebook Video Campaigns (Budget/month \$150, \$250, \$350)
- YouTube Video Campaigns (Budget/month \$150, \$250, \$350)
- Display/Remarketing Campaigns \$150/month

### EMAIL MARKETING

- Monthly Newsletter
- Birthday, Anniversary, & Renewal Emails
- Up to 2,000 Contacts - \$150/mo
- Up to 5,000 Contacts - \$200/mo
- Up to 10,000 Contacts - \$275/mo
- Up to 25,000 Contacts - \$425/mo

## Who is Titan Web Marketing Solutions?

They are a full-service marketing group offering everything an independent insurance agency might need, whether on-line or off. Their website and marketing plans are designed to take the burden of building an effective online presence completely off your shoulders.

With a team of in-house marketing experts - including project managers, writers, designers, web developers, and SEO and social media managers - Titan is fully dedicated to your agency's success. Whatever it is your insurance agency may need, they can help.

### Contact Titan directly

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