Professional Solutions Insurance Services

Strategy: When Professional Solutions Insurance Services came to us, they wanted to introduce themselves to the marketplace as the small business insurance expert. Since they were just starting the company, we needed to be budget conscious but very strategic in our marketing approach. Our challenge was to uncover the best way to engage their target market – small business owners – and help them start meaningful dialogue that would lead to sales.

Big Idea: We designed a blog and partnered with small business leaders to be our authors. This accomplished a number of strategic objectives for Professional Solutions Insurance Services: it developed word-of-mouth with small business leaders, gave our partners a free forum to share their unique wisdom, led the blog to be a resource for all small business owners and positioned PSIS as more than an insurance company – they're a resource.

How'd we do? The blog was a huge success, bringing PSIS into contact with hundreds of business owners monthly. When the company went in a different direction, the blog's perceived value was so high the local business paper purchased it.

IowaBiz: Small Business Big Ideas Big ideas for small business **Defending your deductions** PRESENTED BY by Joe Kristan in Accounting/Financ January 23, 2008 **Professional** If a canceled check were all you needed to satisfy an IRS agent that you are entitled to a business deduction, audits would hold few INSURANCE SERVICES terrors. Unfortunately, it's not enough to just spend money to get a deduction. You need to show that it is a business deduction. GET OUR RSS FEED Paperwork matters. If you are in a regular profit-seeking business with a decent accounting system, most of this takes care of itself. Your accounting records will generate the purchase orders, invoices and payroll Enter your email address: records for most of your day-to-day deductions. (And if you don't have a good accounting system, you should get one, and tax is the least of the reasons you need to). But some deductions require Subscribe support beyond what you might normally get from your bookkeeping Delivered by FeedBurner records. If you want to deduct travel or meals and entertainment expenses. the tax law requires you to keep records that show · the amount of the E ADD THIS BLOG TO MY
Technorati FAVORITES expense; · the time and place of the CATEGORIES travel or entertainment; Accounting/Finance · the business purpose; · for business Company Culture/ESOP entertainment, the business relationship with Customer Service

"We asked MMG to do the impossible.
Get a brand new entity in the crowded insurance marketplace a huge amount of exposure and credibility with a tiny budget. As always, they exceeded our expectations in a big way.

— Gayle Welter, Senior Marketing Writer

