

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.

"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

