



GRAND INSPIRATION

2017 IMCA ANNUAL CONFERENCE
Scottsdale ▶ June 25-27

JIM FLYNN

*President/Chief Executive Officer
Hult Marketing*



ABOUT THE SPEAKER

Jim Flynn, president and certified brand strategist at Hult Marketing, is driven to help clients explore their brand to create differentiation and inspire the momentum that drives their business. As one of only 30 certified brand strategists in North America, Flynn is among a small group of marketing and brand development professionals to achieve this elite status. With a consulting career spanning three decades, he employs a brand development methodology that is fast, efficient and effective.

Flynn has served in various leadership roles on a diverse group of boards and steering committees, as well as a business owner and chief executive officer. His broad experience includes serving as the board chairman of Taan Worldwide—a global network of independent marketing communications agencies.

In his career as a speaker and a consultant, Flynn has worked extensively in the insurance industry and with a range of national, multinational and regional brands, from the likes of BEER NUTS Brand Snacks, Maui Jim Sunglasses and Caterpillar, to Pekin Insurance, John Deere Health Care, Personal Care Insurance and local and regional insurance brokers—all with the end goal of helping to transform their brands.

PRESENTATION SUMMARY

Beyond the Buzzwords of Social Media, Content Mojo and Marketing Automation: 7 Strategies You Can Implement Tomorrow to Start Proving ROI for Your Brand

The buyer's journey has changed forever and, as such, consumers and commercial lines customers – as well as the intermediaries involved in the increasingly complex insurance buying and distribution matrix – are much further through their buying process before they seek interaction with a representative of your brand. Understanding and capitalizing on this journey affects the success of your organization's entire marketing and sales strategy.

During this general session presentation, Jim Flynn will share unique strategies, insights and insurance industry examples of how to use your brand differentiation to create a more effective online strategy that will attract, engage, retain and delight customers. He will review how-to components for understanding and building an online marketing strategy that works and is able to track a return on your marketing investment. Additionally, Flynn will walk through a diagnostic that you can use to determine the current state of your own organization's website and provide significant considerations to drive your success.



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PRESENTATION SUMMARY

Building a Strategy to Generate More Leads and Promote Your Brand with Inbound Marketing

With the valuable tools discussed in this workshop, we will help you be better positioned to start practicing better inbound marketing quickly and with higher return on investment. During this workshop, you will learn strategies that you can use to monetize your conversation in the C-Suite and build a case for even greater success with lead generation and sales of personal lines, commercial customers or with distributors. During this workshop, Jim Flynn will also address:

- Start at the start: Who are we talking to and what do we want them to do?
- Importance of discovering and exploiting your brand distinction.
- Speaking the language of the C-Suite.
- Why your leadership team must be the catalyst to jump-start success.
- Projecting your metrics for success.
- Monetizing your target audience and database segmentation strategies.
- Marketing qualified leads vs. sales-qualified leads.
- How to build a bridge between sales and marketing using the buyer's journey.

PRESENTATION SUMMARY

Putting Your Inbound Marketing Strategy to Work, Fine-Tuning the Basics

A good strategy will get you nowhere if it lacks a tactical plan for execution. During this workshop, we will focus on interpreting the strategy and creating actionable tactical executions that will help your inbound marketing program take shape. We will emphasize simple "how to" steps that will transform your website into a lean, mean, lead-generation machine. This breakout session will also address:

- How to build an effective content strategy using the customer-facing members of your team as a guide.
- Creating and using buyer personas for targeted content that resonates with your targeted audience.
- Planning workflows within a marketing automation infrastructure.
- Optimizing your organization's website for inbound success.
- Using landing pages and the role of calls-to-action throughout the buyer's journey.
- Developing a blueprint for long-term success through effective resource alignment.