



## GRAND INSPIRATION

2017 IMCA ANNUAL CONFERENCE  
Scottsdale ▶ June 25-27

## LARRY NEILSON

Chief Executive Officer  
Neilson Marketing Services



### ABOUT THE SPEAKER

With 30 years of marketing experience in the property/casualty insurance industry, Larry Neilson has helped insurance agents, carriers, MGAs, wholesalers and program administrators capitalize on the latest in sales and marketing, data development, internet marketing, SEO, email marketing and social media marketing.

As CEO and co-founder of Neilson Marketing Services and [programbusiness.com](http://programbusiness.com), Nielson and his team have set the standard in P&C outbound telemarketing, data analytics for niche marketing and online insurance coverage searches, program accessibility and specialty insurance placement. Over the years, they have delivered impactful results to more than 5,000 agents and insurers that have engaged their services.

Nielson recently expanded Neilson Marketing's programs to provide digital strategies for both retail and wholesale entities in the industry. Its insurance internet marketing division provides firms with SEO, monetized websites, SMM that promotes and markets companies and their programs across all social media platforms, email and drip marketing campaigns, and much more.

Headquartered in Laguna Hills, Calif., Nielson founded Neilson Marketing in 1988 after successfully running B2B call centers for an insurance marketing company and insurance rating vendor. In 2000, he established [programbusiness.com](http://programbusiness.com) to leverage the database strengths of Neilson Marketing. Today, the site serves as the retail agent's premier online choice for accessing the specialty market.

Always ahead of the marketing curve, Nielson received his SEO and internet marketing certification from the University of San Francisco in 2011.

### PRESENTATION SUMMARY

#### What is Integrated Digital Marketing?