

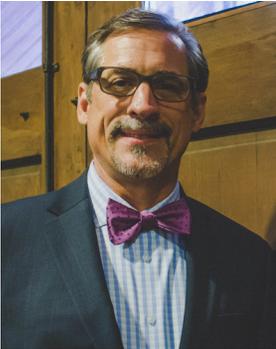


## GRAND INSPIRATION

2017 IMCA ANNUAL CONFERENCE  
Scottsdale ▶ June 25-27

**JIM FLYNN**

*President/Chief Executive Officer  
Hult Marketing*



### ABOUT THE SPEAKER

Jim Flynn is a seasoned trainer and expert in brand and content strategy. He believes in the power of discovering the truth that lives within an organization to drive distinction.

As the president of Hult Marketing, a HubSpot Certified Inbound Marketing agency, Flynn teaches clients to shift their mindset to be ROI-driven. Using a variety of marketing automation platforms, the methodology Flynn and his team engage guides clients to discover, strategize and execute programs that attain monetized outcomes.

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. He uses his experience and unique training to drive distinction through brand-focused inbound marketing, taking marketing successes to the next level. With a consulting career spanning three decades, Flynn employs a brand and content development methodology that is fast, efficient and effective.

In his illustrious career as a keynote speaker, trainer and consultant, Flynn has worked extensively with national, multinational and regional brands throughout the insurance industry, ranging from carriers to intermediaries and retail brokers. All with the end goal of helping to transform and accelerate brand success.

### 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.

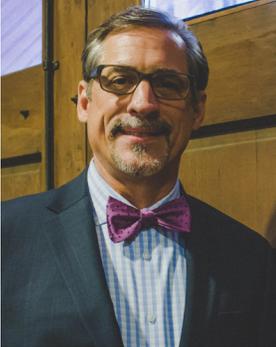


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## PRESENTATION SUMMARY

### **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.