



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, 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 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

Designing Your Digital Marketing Plan As a Revenue Driver

Approaching one's digital marketing strategy with a silo mindset where building a website, search engine optimization (SEO) and social media are looked at as individual projects or services is counterproductive to a brand's endgame: enhancing one's reputation, engaging existing and new clients and generating revenue.

Looking at the big picture with your organization's website as the launch pad for SEO, social media and content creation (i.e., blogging, videos) is essential to a successful integrated digital strategy.

During this breakout session, Larry Neilson, chief executive officer at Neilson Marketing Services, will discuss how having an integrated marketing plan is a key to winning in today's digital space. He will address:

- What makes a robust website.
- Using modern on-page and off-page SEO that better serves users/searchers to build reputation and ranking in Google.
- How paid search fits in.
- Importance of delivering relevant content and experience, the foundation of any digital strategy.
- Ensuring that online and offline campaigns (i.e., print, radio, TV, live events) are aligned for maximum impact.