

Motorists Life: Distribion Enhances Our Brand Every Single Day & in Every Single Way

“The Distribion platform is always on the back of my mind, the number of things it does is seemingly endless.” Jamie Kibler, AVP of Sales

Motorists Life Insurance Co. is a member of The Motorists Insurance Group. Motorists Life writes life insurance policies through a network of more than 4,700 independent agents in 16 US states. It currently has a portfolio of over \$6 Billion worth of policies.

Before partnering with Distribion and deploying a distributed marketing platform, Motorists Life primarily communicated to customers and prospects through print and direct mail. As a result, Motorists Life felt that it was time to refresh its sales and marketing communication efforts as well as more accurately measure all sales and marketing efforts.

The Distribion platform enabled Motorists Life to enhance its legacy efforts in direct mail and print, and helped the company use more digital marketing channels. Motorists knows that strengthening digital marketing efforts is crucial to staying connected to its target audiences, and that a full incorporation of a wide array of digital marketing efforts is vital in keeping a fresh look and feel to the brand and the development of an image that best positions the brand in the eyes of target audiences.

Why Distribion?

According to Kibler, *“Distribion is enhancing our brand, every single day, every single way.”* Motorists finds the platform’s use is increasing by the day, and their expertise with the capabilities of the platform continues to grow. The best outcomes for Motorists have been an improvement in the look and feel of the brand, improved measurement and reporting analytics of sales and marketing teams and local level customization tools that allow agents to reach crucial audiences with messages that will resonate.

According to Jamie Kibler, Assistant Vice President of Sales “The Distribion platform is always on the back of my mind, the number of things it does is seemingly endless.” Motorists Life is still finding new uses for the platform even after having it for an extended period of time. As one example, they have used the Marketing Asset Management feature to easily manage, optimize and distribute the significant amount of marketing collateral it uses to support customized sales efforts in 16 states. The digital strategy included e-newsletters, microsites and improved internal and channel partner communication.

Through the use of more channels to communicate, Motorists Life has found greater synergy in an integrated, multichannel approach. They’ve seen an increase in marketing efficiencies and they’ve seen that the platform has played an integral in developing a channel strategy that is up to date while promoting a brand image with a fresh look and feel.



Challenges

- Delivering a successful brand revitalization. Enhancing a brand’s look, feel and perceived image is a challenging task for any company.
- Aligning measurement and business objectives

Solutions

- Utilize variable data email templates microsites to communicate to clients and prospects with relevant information.
- Move all print related items into the On Demand Print Studio
- Easily manage all company collateral through the Marketing Asset Manager

Results

- An all-around enhanced brand image with detailed tracking and reporting to ensure that the company is making progress in areas they see fit.
- Increased competitiveness with larger players in their market space and the ability to generate more qualified sales leads.