



Pre-Built Campaigns  
Make it Easy to Stay  
Connected to Clients and  
Prospects

# Pre-Built Campaign Overview

Pre-built newsletter campaigns are included with Applied Marketing Automation to help you engage with customers and prospects on a regular basis with helpful, timely information in an easy-to-read newsletter format.

## What Are Pre-Built Newsletters?

Pre-built newsletters are the easiest communication tool you have in Applied Marketing Automation. The Applied content team hand-picks timely, relevant content and assembles the complete newsletters on a regular schedule, so all you have to do is attach your list and select a distribution date.

Or, if you really want to automate your process, you can arrange to have the newsletters automatically go out on a pre-set day and time that we choose at our end—so you don't need to worry about picking the best distribution date or, worse still, forgetting to send out your newsletter.

## Why Should I Send Out Newsletters?

If you talk to your customers only at renewal time, the relationship can feel transactional. Newsletters allow you to share relevant, timely information with your contacts on topics that benefit them such as safety, theft or injury prevention, health and wellness, lowering/managing risk, keeping health plan costs low, keeping employees engaged, etc.

This content can act as a conversation starter that enables you to get to know your clients better while deepening trust and credibility. You establish yourself as a top-of-mind, valued expert who sends useful, welcome content on a regular basis.

## Can I Customize Pre-Built Newsletters?

Yes! In addition to adding your logo and contact information, you can add your own content, reminders or event information. You also have the option of adding or swapping in other pieces from the content library and adding your own introduction to each. You can even use merge fields to insert basic information such as your customer's name for a more personalized communication.

## Can I Preview a Newsletter Before it Goes Out to My Contacts?

Absolutely! All newsletters are available for review on the 15th of the month prior to their automated distribution.

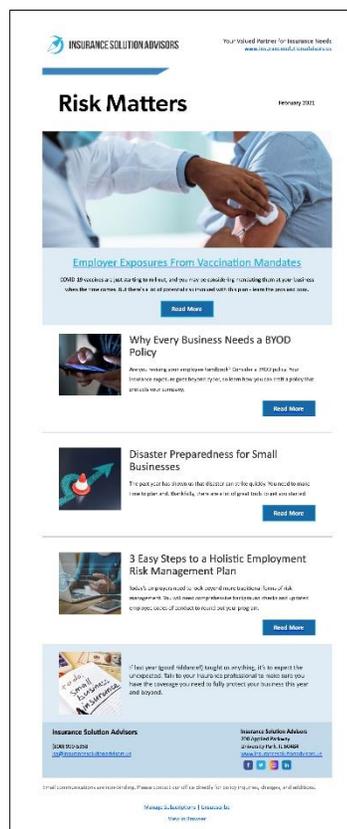
Monthly Newsletters												
Send Month	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Preview Date	Dec. 15	Jan. 15	Feb. 15	Mar. 15	Apr. 15	May. 15	Jun. 15	July 15	Aug. 15	Sept. 15	Oct. 15	Nov.15

Bi-Monthly Newsletters (every other month)						
Send Month	January	March	May	July	Sept.	Nov.
Available for preview	Dec. 15	Feb. 15	Apr. 15	June 15	Aug. 15	Oct. 15

## Types of Pre-Built Newsletters

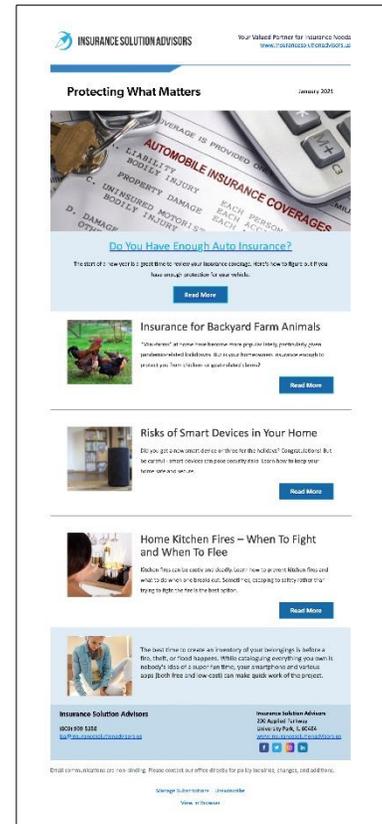
### Risk Matters

- **What's included?** Risk management and risk prevention topics
- **Who should get it?** Commercial lines customers and prospects, risk and safety managers
- **When does it go out?** First Tuesday of every other month at 2:00 p.m. – New issues are released for review the 15th of the month prior.
- **Why should I send it?** Helps your commercial lines customers reduce their risks and keep their businesses safe and strong.



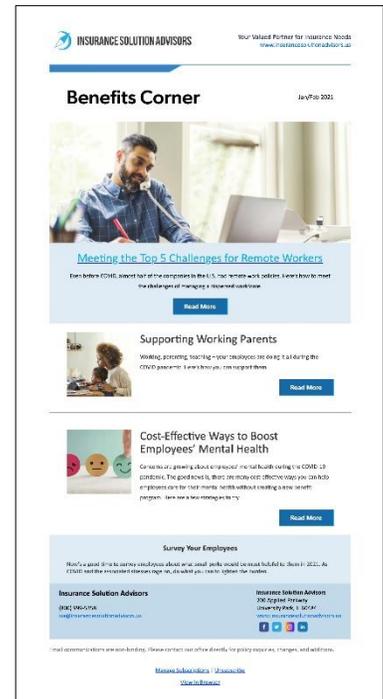
## Protecting What Matters

- **What's included?** Content across a variety of home and auto topics that educates readers about different types of coverages, liabilities, maintenance and safety.
- **Who should get it?** Personal lines customers and prospects
- **When does it go out?** First Wednesday of every other month at 2:00 p.m. - New issues are released for review the 15<sup>th</sup> of the month prior.
- **Why should I send it?** Helps your customers protect the people they cherish and the things they own.



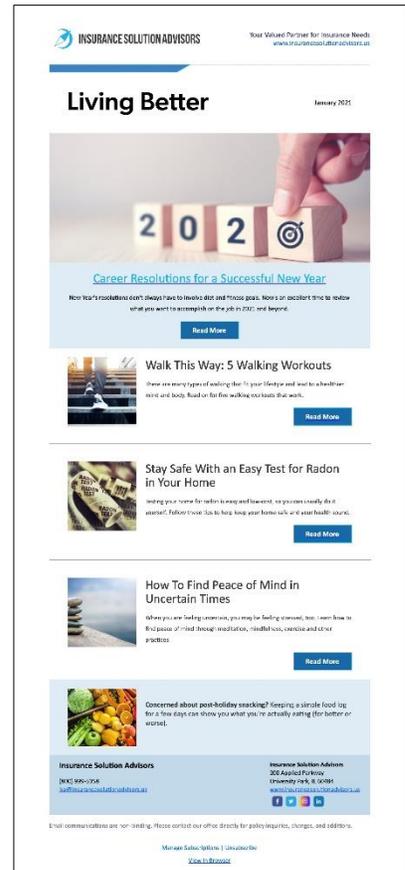
## Benefits Corner

- **What's included?** A wide range of topics covering HR and benefits-related topics such as employee engagement, talent acquisition, performance management, open enrollment, voluntary benefits, compliance, retirement benefits, medical plans, prescription drugs and plan funding.
- **Who should get it?** HR and benefits managers
- **When does it go out?** First Thursday of every other month at 11:00 a.m. - New issues are released for review the 15th of the month prior.
- **Why should I send it?** Gives employers the information they need to know to protect their employees and their business and stay compliant in an ever-changing landscape.



## Living Better

- **What's included?** Health, wellness and personal safety topics
- **Who should get it?** Personal lines clients and prospects; employees of employer clients
- **When does it go out?** First Tuesday of every month at 11:00 a.m. - New issues are released for review the 15<sup>th</sup> of the month prior.
- **Why should I send it?** Monthly health tips and information can help your personal lines customers live healthier lives and improve their overall physical, emotional and financial well-being. Likewise, many of your employer clients are looking for ways to help their employees develop healthier habits, lower health costs and take a more active role in preventive care.

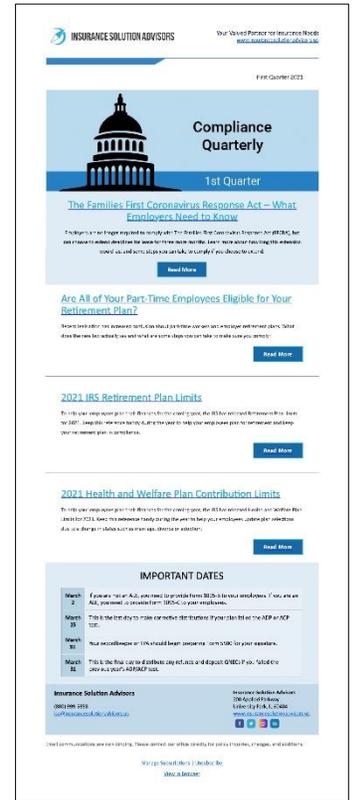


## Compliance Quarterly

- **What's included?** Compliance and legislative topics that impact employee benefits and retirement plans.
- **Who should get it?** Employers that offer benefit plans to their employees
- **When does it go out?** First Wednesday of each quarter (January, April, July, and October) at 11:00 a.m. New issues are released for review the 15<sup>th</sup> of the month prior.
- **Why should I send it?** As a value-add, these newsletters help your employer clients keep their benefit plans compliant; provide reminders of important filing deadlines; and explain complex legislative issues in plain language.

## Compliance Bulletins (timely news alerts)

- **What's included?** Detailed information on a single compliance-related topic
- **Who should get it?** Employers that offer benefit plans to their employees and also receive the Compliance Quarterly
- **When does it go out?** Dates vary; as-needed alert-type communication.
- **Why should I send it?** Keeps your customers informed on a timely basis when significant compliance or legislative changes or other updates occur.





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