

Marketer Development Program

Proven marketing strategies for driving leads, creating brand awareness, and delivering prospects



FOR AGENTS AND BROKERS

It's no secret that successful marketing can give an agency a step up on the competition. In four weeks, the Marketer Development Program gives dedicated marketers the knowledge and necessary marketing skills for fueling growth and increasing retention. This virtual, hands-on program, brought to you by the expert marketing coaches at Liberty Mutual Business Lines and Safeco Personal Lines, will help you put the pedal to the metal.



The MDP will help you step up your marketing efforts by teaching you how to:

- Build a solid referral program and foster repeatable sources
- Boost your web and social presence through digital marketing
- Implement marketing campaigns such as cross-sell, lost souls, and other proven marketing strategies
- Track key growth metrics for tracking returns on investments
- Develop and enhance your community presence
- Strengthen your brand



The Marketer Development Program teaches full-time marketers strategies that have resulted in a

15%
lift in revenue.*

*Based on results obtained between 2012 and 2018 from Safeco Bricks & Clicks and Customers for Life.

Get Started Today!

Program Dates	Registration Deadline	Capacity
February 22 - March 18, 2021	Monday, February 8	25
April 19 - May 13, 2021	Monday, April 5	25
September 13 - October 7, 2021	Monday, August 30	25
October 25 - November 18, 2021	Monday, October 11	25



For more information and to register, contact your Territory Manager or reach out to agentprograms@libertymutual.com or agentprograms@safeco.com.

libertymutualgroup.com/business

safeconow.com

The audience for this information includes insurance agents and brokers nationwide and is therefore general in nature. Every agent and broker is responsible for knowing the guidelines and laws that govern rating, underwriting, and claims handling in their states. Dates/places subject to change.