

# Marketer Development Program



## Unlock the tools for robust growth.

Significant, sustained growth is likely on every agency's wish list, and having a dedicated marketer is the key to getting there. In fact, 55% of Liberty Mutual and Safeco's fastest growing agencies have someone on staff dedicating time to marketing. To help you, we created the Marketer Development Program (MDP). In just four weeks, the program gives agency marketers the knowledge and skills to fuel major growth and increase retention across your agency.

## What makes the program unique?



### It drives growth

The MDP teaches marketers how to drive leads, create agency brand awareness and deliver more prospects to your agency.



### It focuses on retention

The MDP places a major emphasis on customer retention, and provides marketing strategies to engage and keep the customers you currently have.



### It's expert led

Our instructors act as a strategic partner for agency marketers, helping to create sound, effective tactics.



### It's comprehensive

The robust program helps you create an end-to-end marketing strategy for your agency and identify ways to differentiate yourself from the competition.

## How your agency will benefit.

The program will teach your marketer how to:

- Increase the number of net-new prospects coming to your agency
- Increase customer retention and loyalty
- Build a solid referral program and foster repeatable referral sources
- Boost your web and social presence through digital marketing
- Implement marketing campaigns such as cross-sell, past clients and many other proven tactics
- Track key growth metrics to determine return on investment
- Develop and enhance your community presence
- Strengthen your brand

## Program requirements:

- Candidates must complete and pass a marketer assessment and be recommended for a marketer position
- A designated mentor for your new marketer within the agency must be assigned
- Your agency must utilize an agency management system

Visit [safeco.com/mdp](http://safeco.com/mdp) or <http://bit.ly/infoMDP> to learn more and register





## Frequently Asked Questions

### How long is the program?

The heart of the Marketer Development Program is the four-week training program. Your marketer will spend 20 to 30 hours each week participating in webinars with seasoned marketing instructors, self-paced study and implementing marketing programs. The expectation is that following the four weeks of training, the marketer will continue to sustain the tactics learned to drive in additional new business and lift retention.

### Does my marketer need to be full time in the agency?

Following industry trends, the Marketer Development Program was created for a full-time marketer within an agency. In order to achieve and sustain the greatest impact to overall growth and retention, having a full-time marketer on staff is essential. During the program, the marketer must commit 20-30 hours each week to accomplish the webinars, self-paced study and implementation of tactics learned.

### Are the marketers offered any support after the program?

After the course wraps up, 1:1 consultation with a coach is available by appointment. We also offer ongoing alumni webinars featuring advanced marketing tactics.

### How much does MDP cost?

The four-week training program is \$1,500 per person.

### Is there any travel or on-site training involved in the program?

No, our program is administered through virtual live trainings (webinars) and self-paced study modules.

### Are there additional costs?

The average marketing budget for an independent agency is generally 5% of annual agency revenue. Be prepared to incur costs such as updating your website, printing and postage for outbound communications, and executing marketing campaigns.

### Do you offer financial support?

We recognize that hiring a new marketer incurs a significant upfront expense to the agency. That's why our program offers qualifying agencies the opportunity to apply for an interest-free loan with payment forgiveness. If you'd like to learn more, please contact your Territory Manager.

### When are the classes offered?

You can view a schedule of upcoming classes on [safeconow.com/mdp](http://safeconow.com/mdp). Class size is limited to the first 25 participants. To enroll, please contact your Territory Manager.

### What is my role and responsibility as a mentor and agency principal?

Each week, the mentor is asked to attend a 30-minute webinar that covers coaching and management techniques to keep your marketer on track. It also includes how to establish regular accountability and ways to implement a marketing game plan.

### Do Liberty Mutual and Safeco recommend a firm for a marketer assessment?

All major companies who offer a marketer assessment qualify (Caliper, Omnia, PreVisor, etc.).

### What should I pay my new marketer and is there a sample job description I can use?

Liberty Mutual and Safeco offer a toolkit that covers recruiting, job description and sample compensation. To view it, log on to: [safecoagenttools.com/FileDownloadCenter/File/39](http://safecoagenttools.com/FileDownloadCenter/File/39)

### What is the cancellation and refund policy for this program?

A full refund will be provided if cancellation is received 10 calendar days or more prior to the session start date. If cancellation notification occurs within 10 calendar days, a full refund minus \$250 is provided. If cancellation notification is received after the first 10 days of the program, no refund will be issued.

## Want more information?

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