

Marketing Differentiators – Creating the Agent Digital Marketing Solution (ADMS)

Over 95% of Nationwide's revenue is generated through agent distribution.

Challenge: Conducting marketing research identified "Marketing the Agency effectively on the internet" as the top technology challenge for agencies. Competitor research revealed that no insurance carriers held a leadership position in this space, and no internet marketing or content agencies specialized in insurance capabilities.

Solution: I prepared a proposal for a pilot program of an independent agency subscription-based website module, layered on top of the core CMS. This initiative aimed to position Nationwide as the premier partner for internet capabilities, subsidized by the agents. The proposal was approved.

Outcome: The result was a unique, industry-leading Internet marketing program specifically designed for independent agents, driven by Nationwide's insights and developed with agent input. Approval was secured to expand the program nationally, including captive agents, targeting our most aggressive sellers (top 20%).

Results:

- By implementing a customized digital marketing web platform with a modular architecture, agents were able to add capabilities as their digital acumen grew. 1,600 of Nationwide's most aggressive growth agencies returned more than \$34.4M annually in new business from a \$3.8M (+/-) investment.



*I retained **Smart Harbor** as my technology partner, with exclusivity rights and rapid Agile development lines.*

This contained cost, expanded capabilities and increased speed to market.

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Sample agent sites built on consumer usability testing

