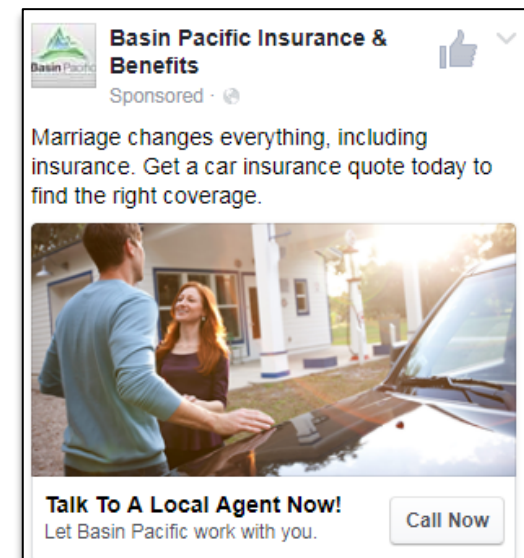
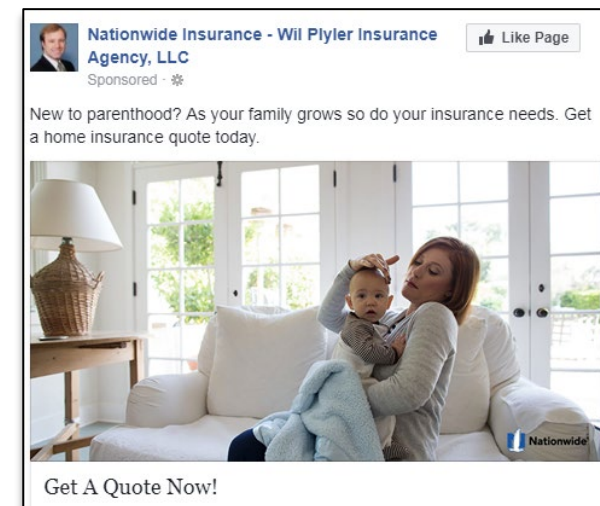
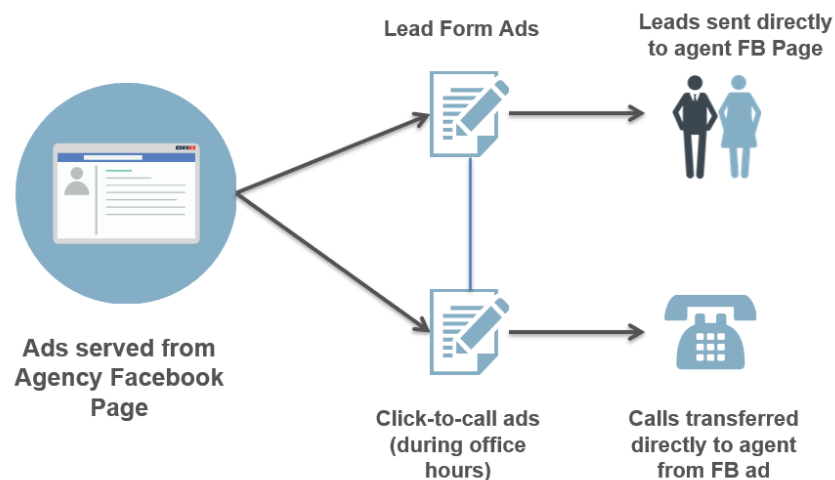


B2B – Designing Agent Branded Social Media Campaigns



Social media marketing is effective; however, local agencies typically lack the expertise or time to engage extensively in marketing efforts. I designed a program that supplied agents with locally branded social media content to promote Nationwide products. This program leveraged my corporate design staff, distribution technology, and metrics to deliver robust social media advertising to all local agents. Implementing this significantly enhanced Nationwide's online relevance, traffic, quotes, and revenue.

