



AARTRIJK

# An Introduction to Aartrijk

Insurance Brand  
Champions  
**Since 1999**



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# Who We Are

- 25th year as insurance brand champions
- Insurance professionals with experience at trade publications, carriers, MGAs, brokers, marketing agencies, associations and education providers
- Strategic, timely and results oriented



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# Some of Our Clients



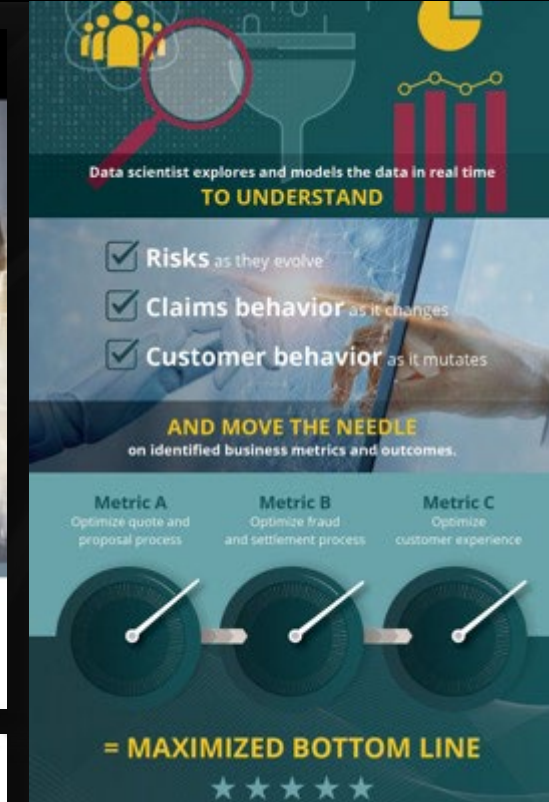
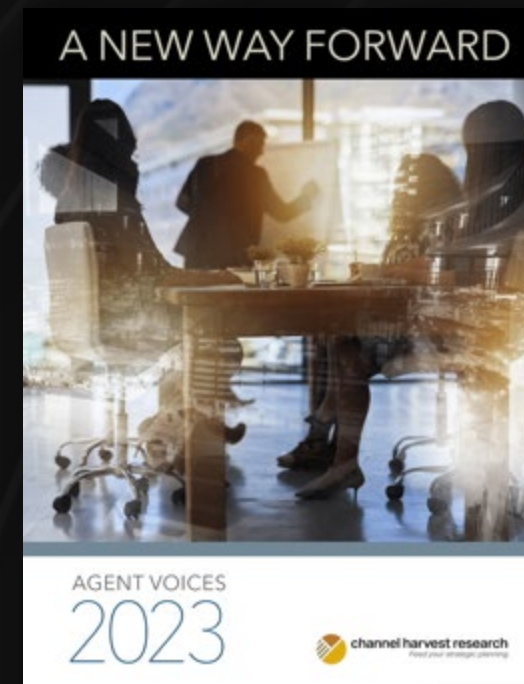


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# Research

- Qualitative and quantitative market research
- Customer and business partner research
- Digital marketing audits







# Brand Strategy and Creative

- Brand/culture strategy, tone of voice and messaging
- Naming
- Visual identity
- Content and creative development





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# Media Relations

- Media pitching and placement
- Content development including features, bylined pieces, blogs, case studies, executive briefs, videos, podcasts, targeted emails and newsletters
- News releases





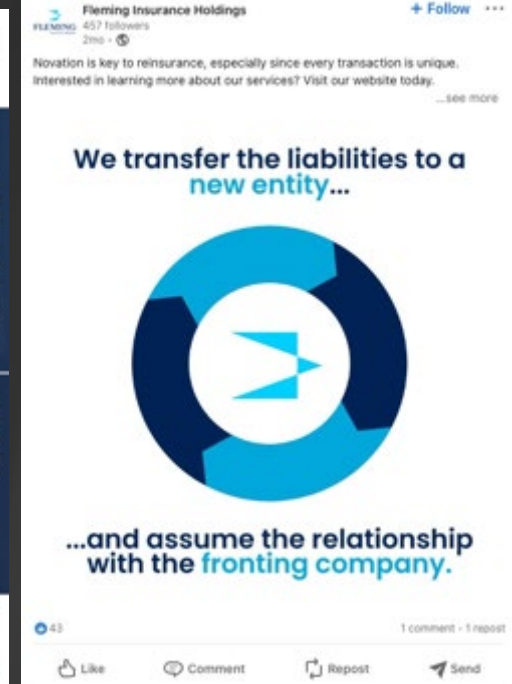
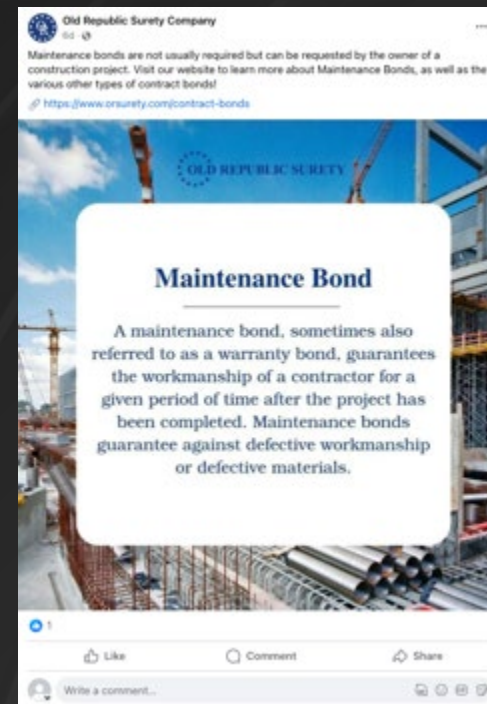


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# Digital Marketing

- Social and SEO audits
- Social media campaign management
- SEO
- Paid search
- Marketing automation

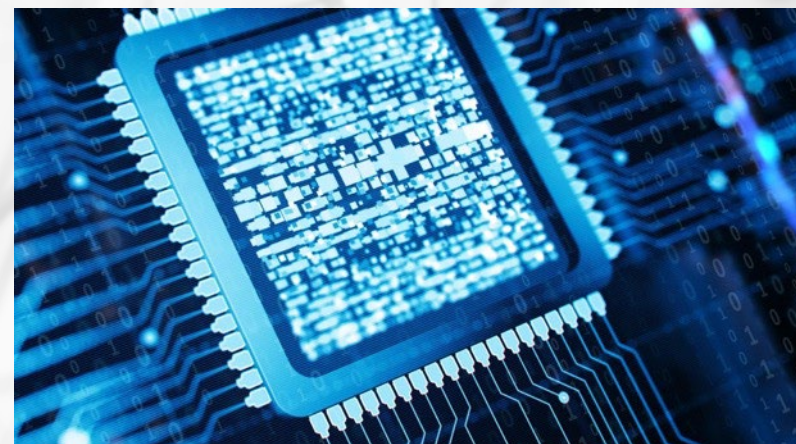
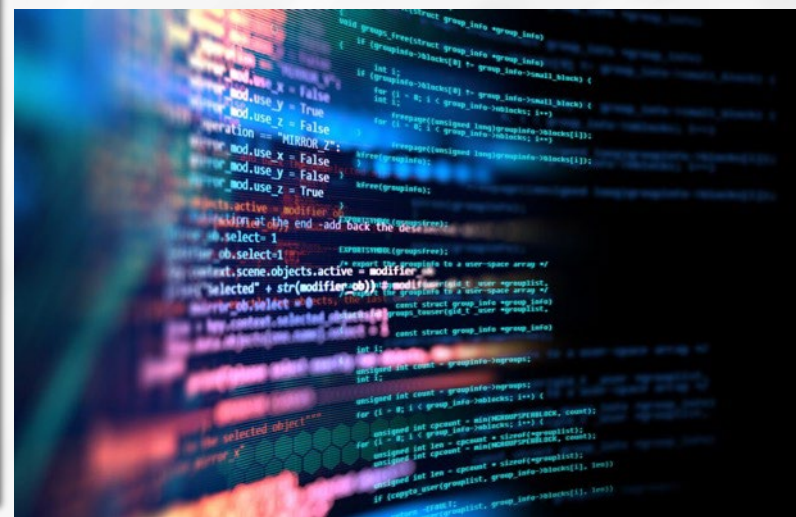
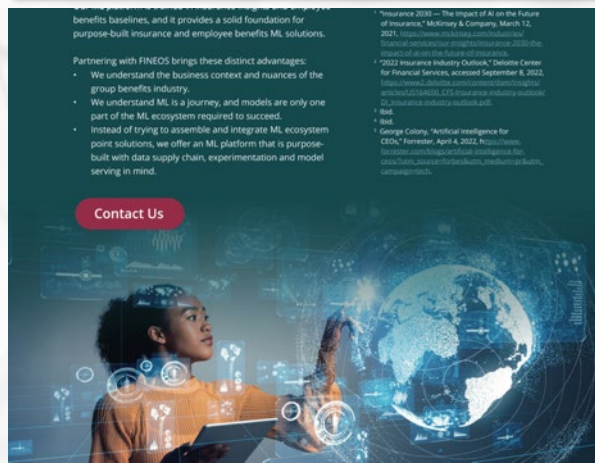
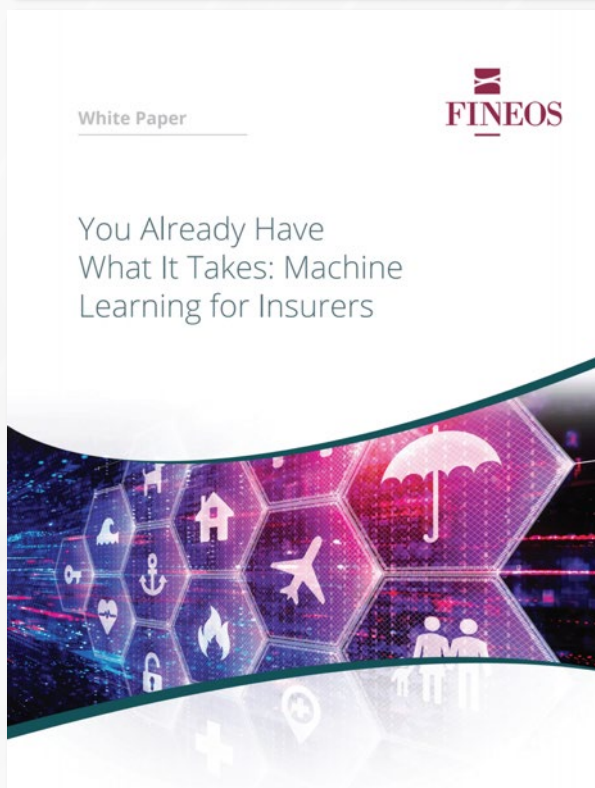






# AI Services

- Large language models (LLMs)
- Prompt engineering
- Question refinement





# Let's Talk

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