

IE MARKETING AND SALES SERVICES

Check out all that is including in our marketing program >>>

>> insurtech express



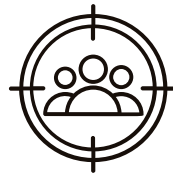
Who we are?

InsurTech Express is a principal technology resource for businesses in the Life & Health Insurance and Annuity Industry.

We offer secure on-line information, sales platform for insurance technology, information and discounts for industry events, job opportunities and advisor tools.

Our Services include software development, strategic consulting, marketing, training, and an online store selling the top insurance software solutions.

COMPANY PROFILE



Our Audience

We bring together the insurance community, from Carriers, Reinsurers, Distributors, Insurance & Financial Advisors, and Solution Providers.

As an insurtech company, we have the largest industry network exceeding 200,000.



Partnerships

- Marketing Partner, Member and/or Endorsed by Industry Associations:

NAIFA, NAILBA, LIDMA, LDTC, ACORD, AHOU, LIMRA, IRI

- Event Marketing Partnerships:

LIMRA (Life Insurance Marketing & Research Association), InsureTech Connect, Reuters Events, Insurtech Insights, Medicarians, T3, and ITC DIA Europe

BASIC PROGRAM
\$500 PER MONTH

MARKETING AND SALES SERVICES

PLUS PROGRAM
**\$600 PER MONTH+ RESELLER
AGREEMENT**

BASIC PROGRAM

Brand Awareness

- Featured Solutions Provider
- Products added to Solutions Page & your Own Product Page
- Social Medis Posts 3 times per month
- Selected linkedin Posts on Home Page
- Home Page Headline 1 per Quarter for 30 days

Content Promotion

- Articles for Blog, White Papers & Case Studies
- Webinars and events promotion, participation and recruitment of panelists
- Featured in industry publications

NEW Marketing Campaigns

PLUS PROGRAM

Basic Program

+

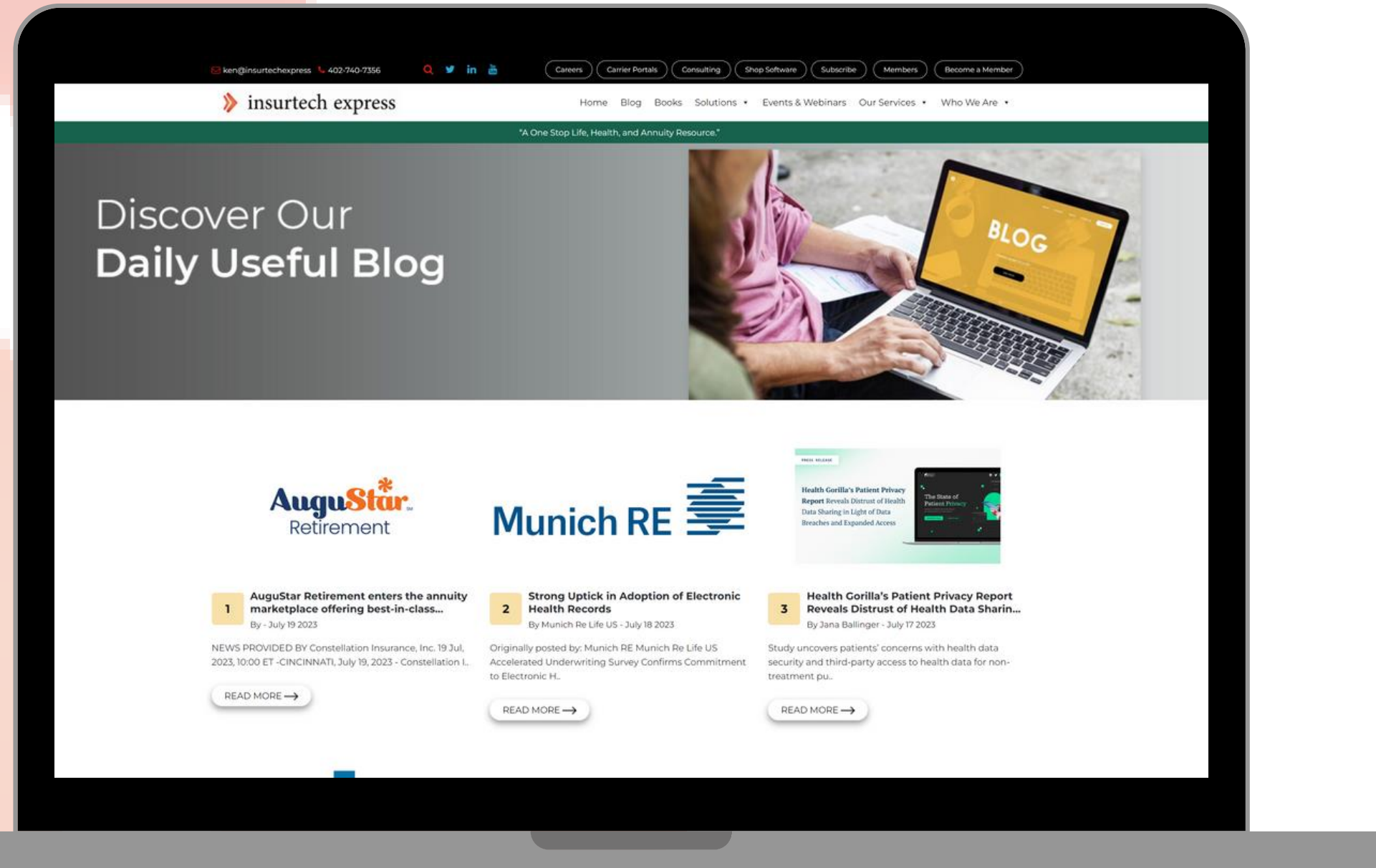
- **Storefront in Software Store**
- **Self-Service Demo Page**
- **Reselling / Leads**
- **Partner at Conferences**
- **NEW Lead Lists**



BLOG (SUBSCRIBERS)

All news that our clients wish to publish will go to our blog space and to our subscribers via email.

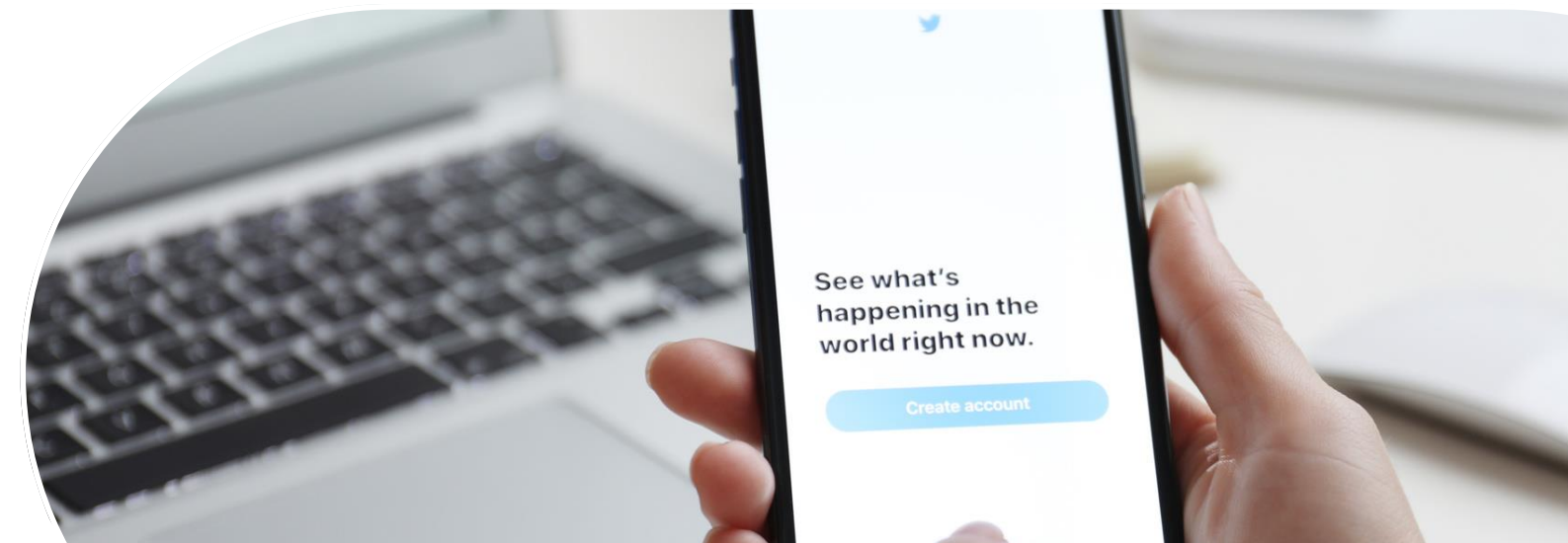
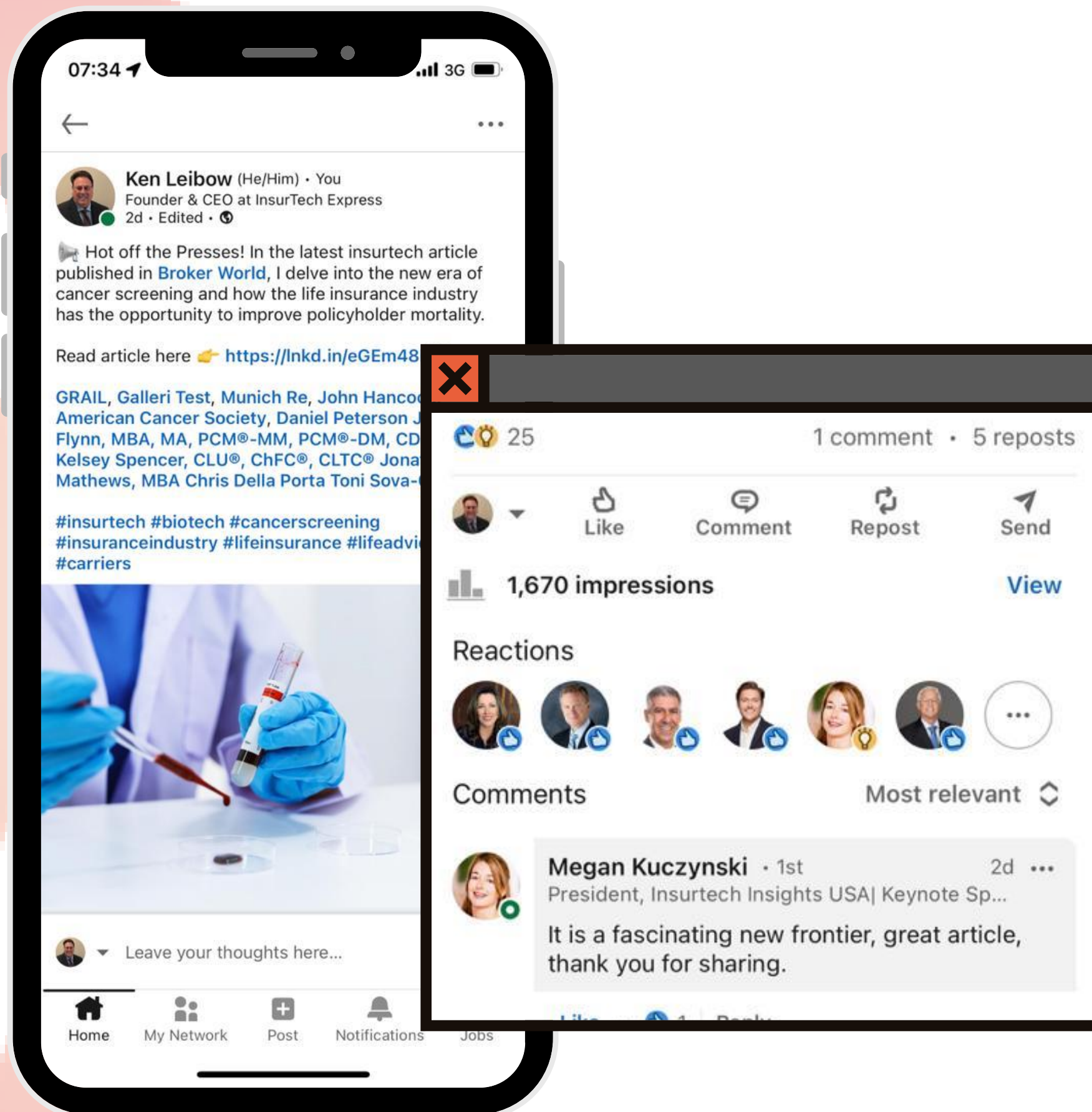
- Press Releases
- Announcements
- Articles (write directly or repost)
- Repost from other Blog Posts





BLOG POSTS

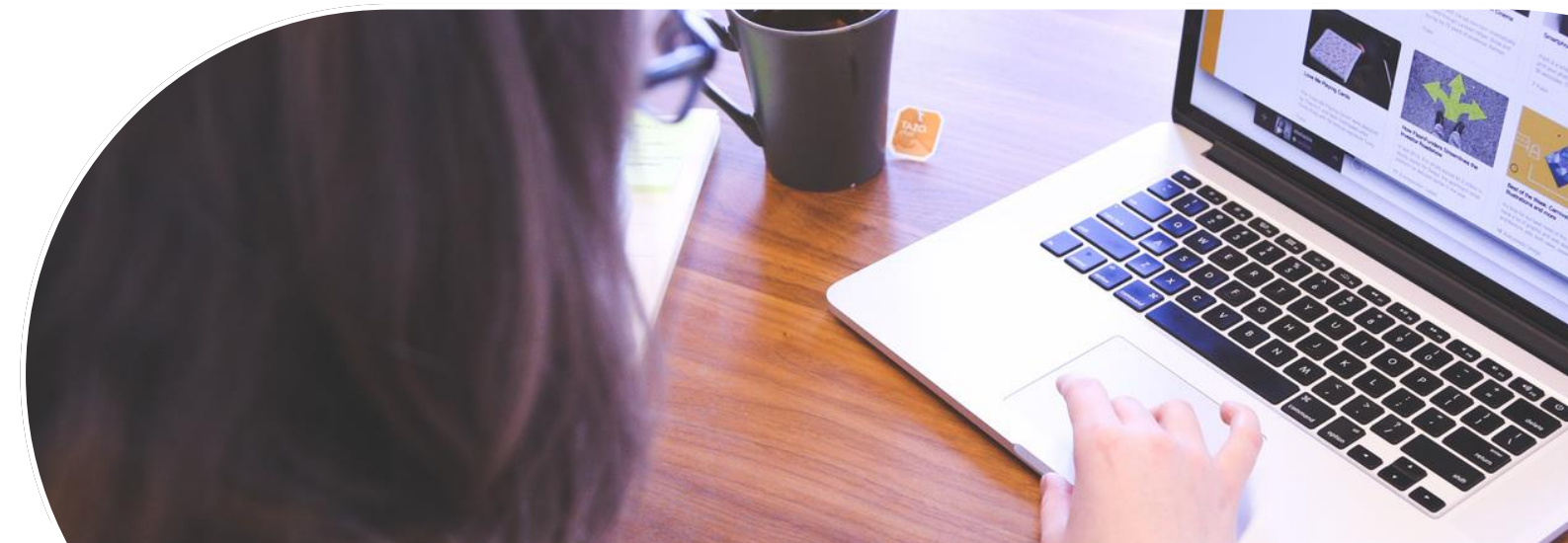
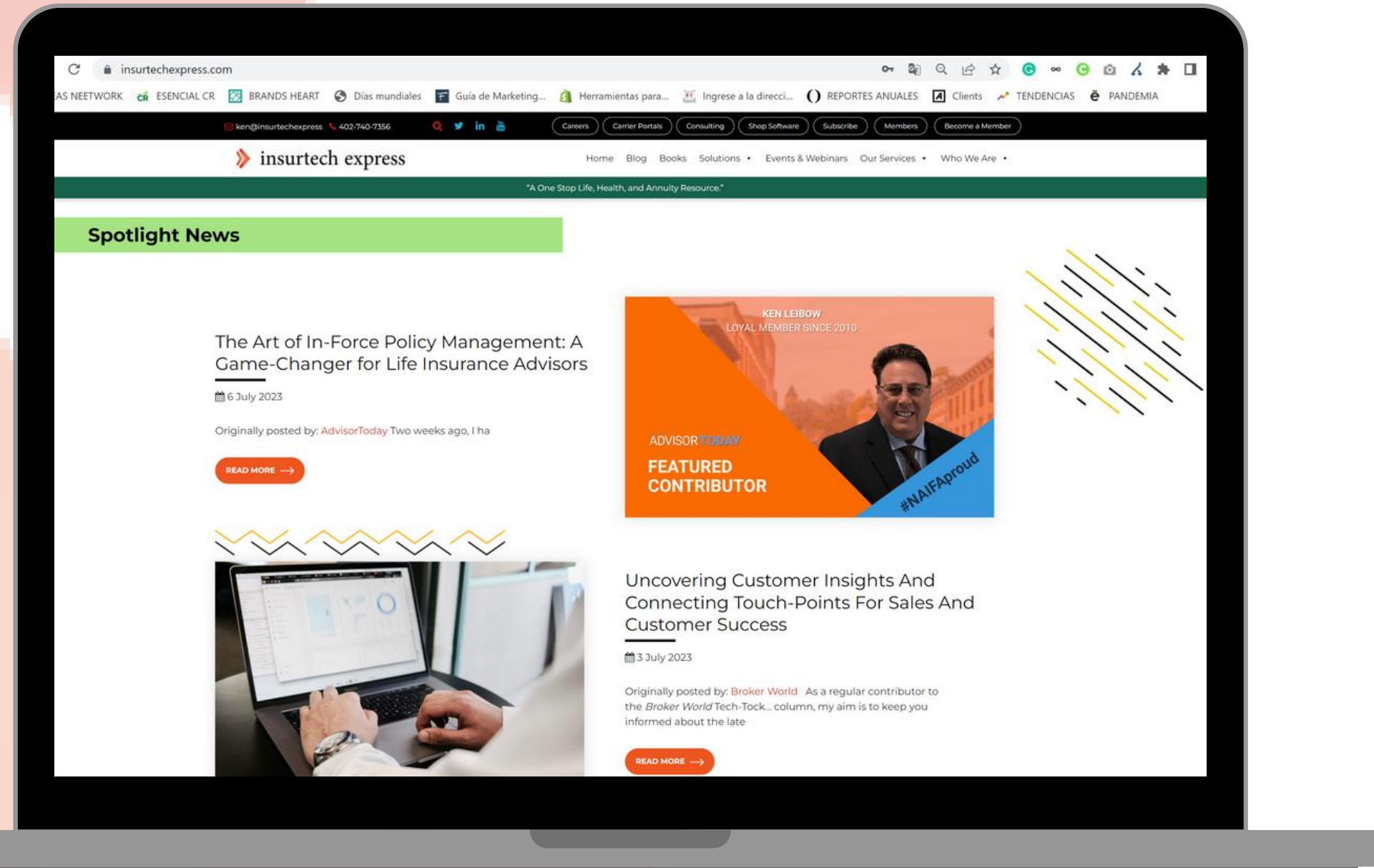
All Blog Posts promoted on Social Media
LinkedIn to 30,000 followers, and Twitter when
appropriate.





SPOTLIGHT NEWS BLOG POSTS

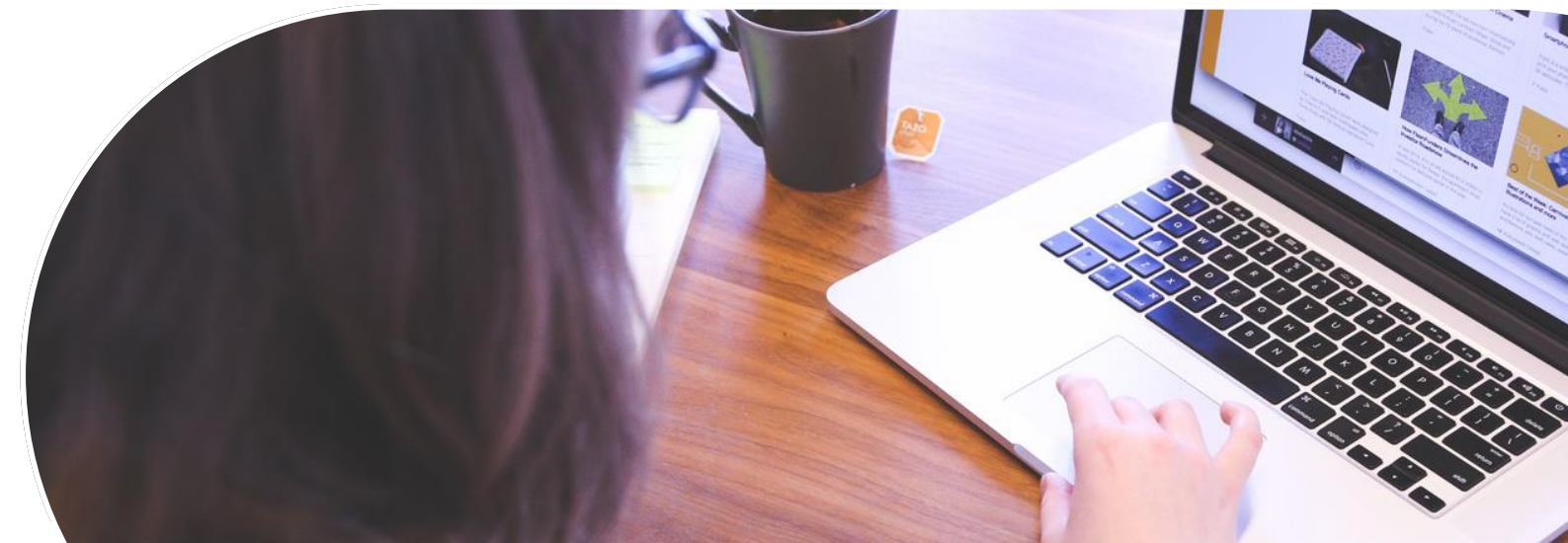
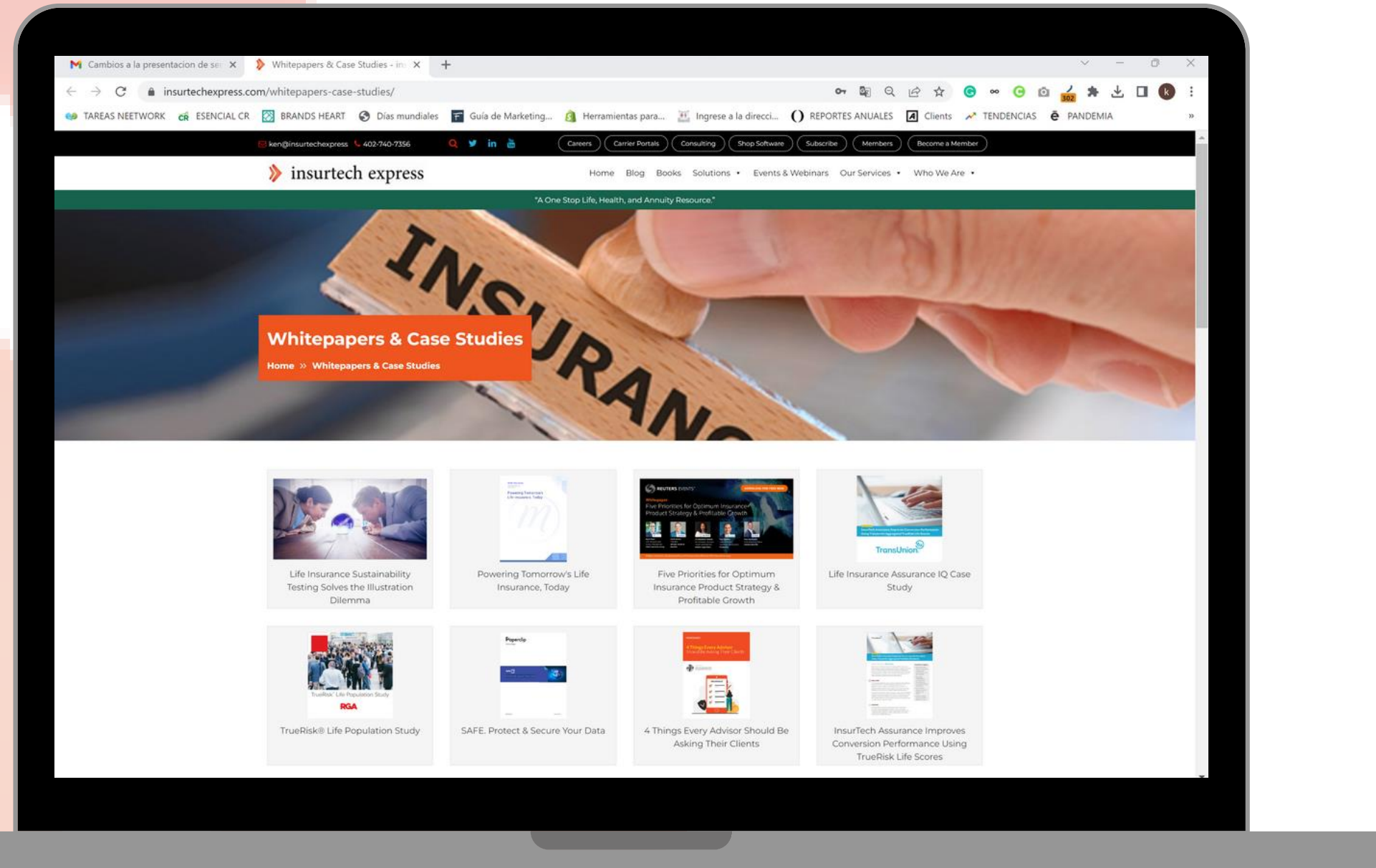
3 Selective Blog posts are highlighted on the InsurTech Express Home page for 3 weeks.





CASE STUDIES & WHITE PAPERS

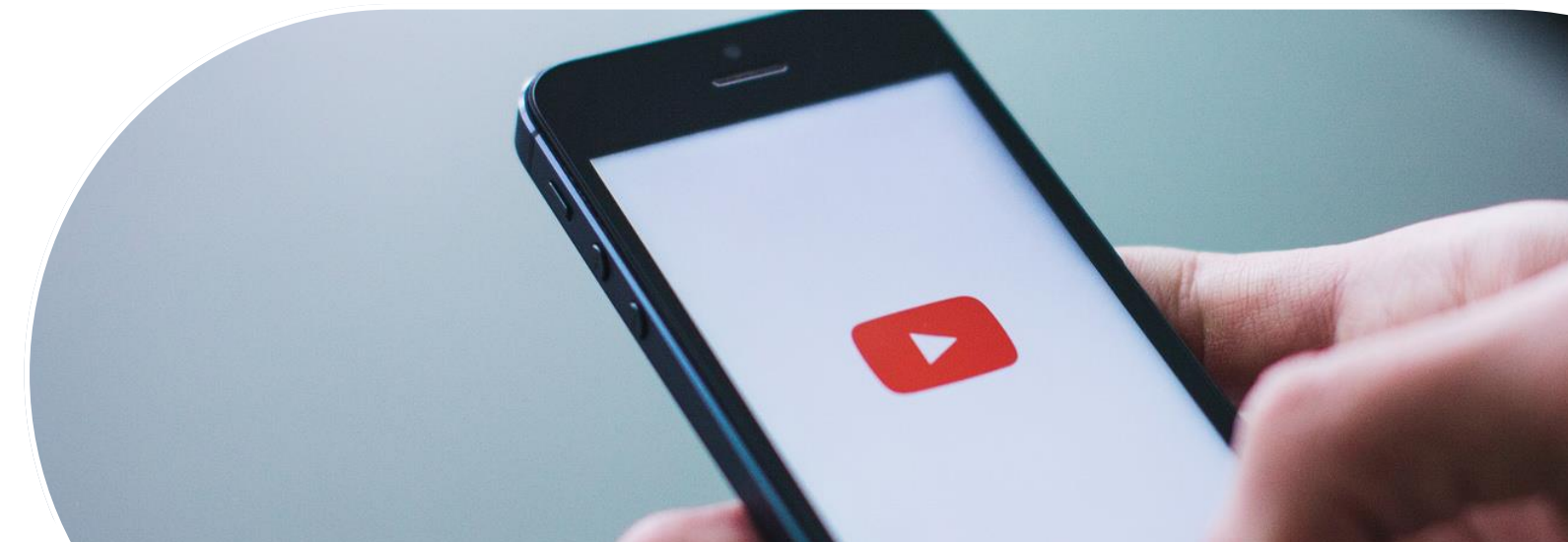
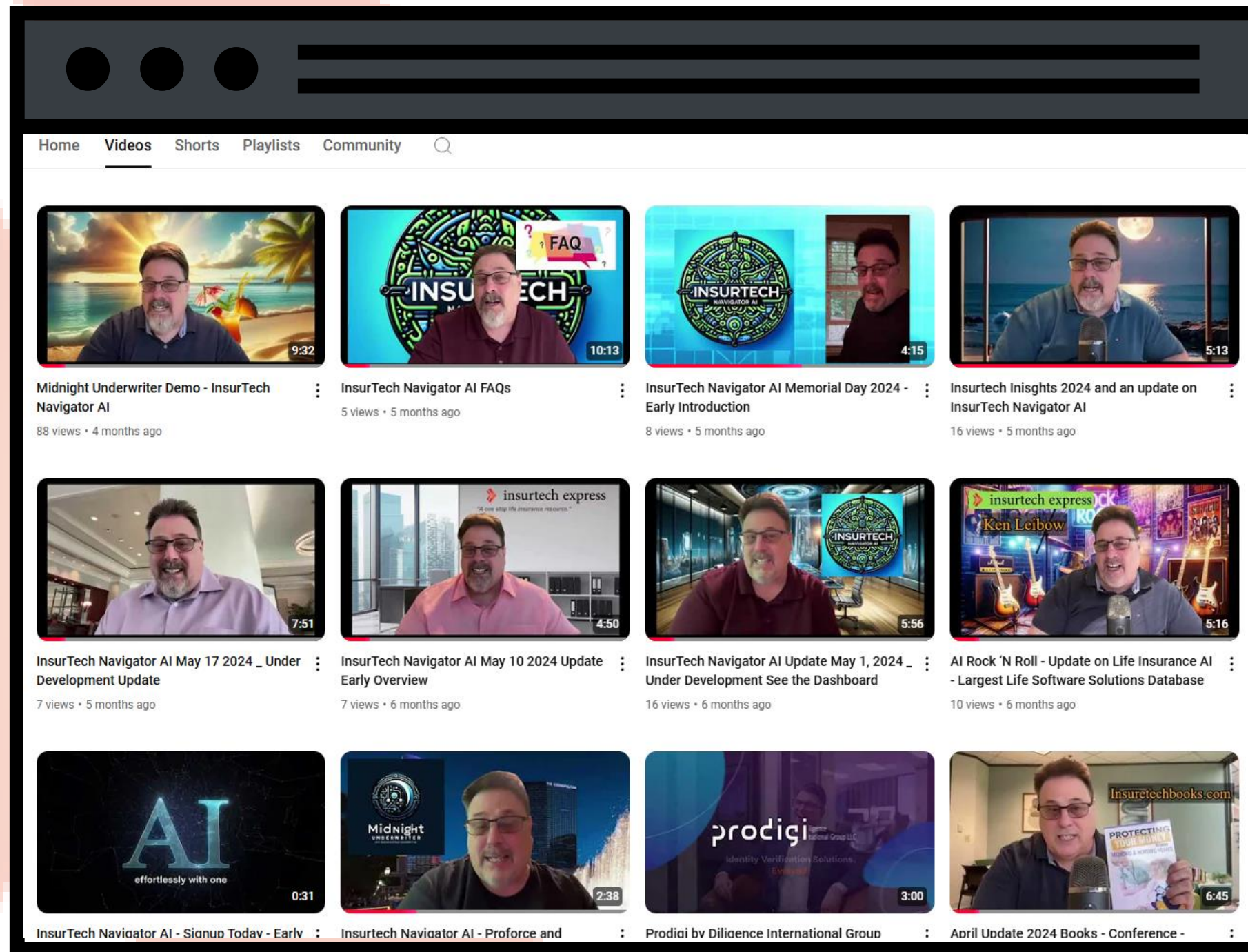
- We have a library on the Home Page for Case Studies and White Papers. They can also be linked on the Customer Product Page.
- If a client has a page that captures contact information before downloading the document we will promote the direct link.
- They are promoted out on Social Media.





VIDEOS

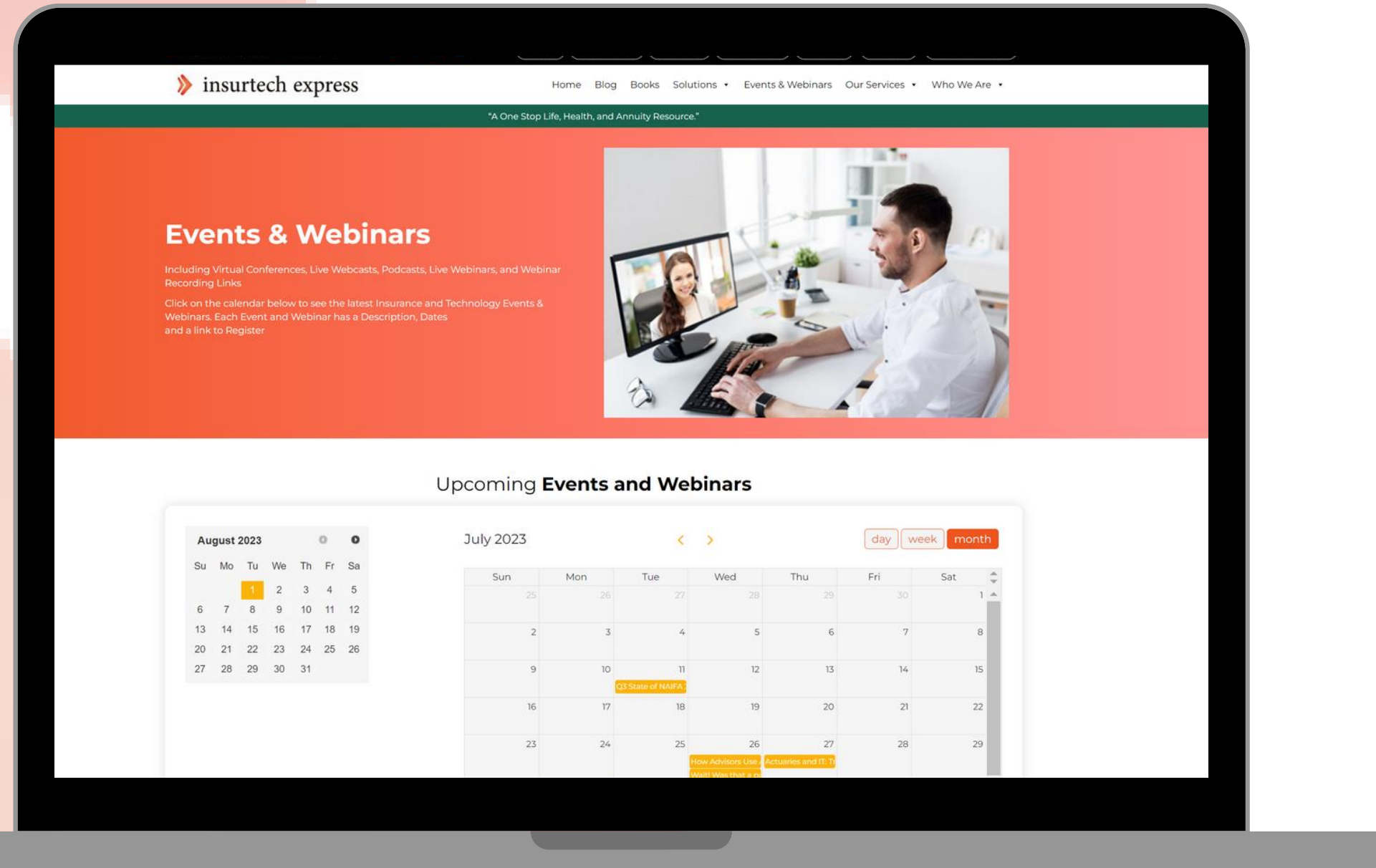
- We create review videos of your solutions, promote them on social networks and post them on Insurtech Express YouTube Channel.
- We also share videos made by clients. If they are less than 10 minutes, we add the mp4 directly to LinkedIn so that it reaches more connections.
- Video embedded to Product page when appropriate.
- All videos are promoted out on social networks.





DYNAMIC EVENTS CALENDAR

- Hosting Webinars, Webcasts, or PodCasts will be added to the Events Calendar and posted on Social Media
- Recorded Webinars and Podcasts Embedded on the Recorded page
- Recorded Webinars and Podcasts link to client Series page with thumbnail
- Recorded Webinars and Podcasts as well as series promoted on Social Media
- InsurTech Express can help recruit panelists for Webinars and Conference Panels
- Ken Leibow is available to moderate, speak, or sit on panels.
- We recruit for other clients and associations where you may have an opportunity to sit on a panel or speak at a conference, webinar or podcast.

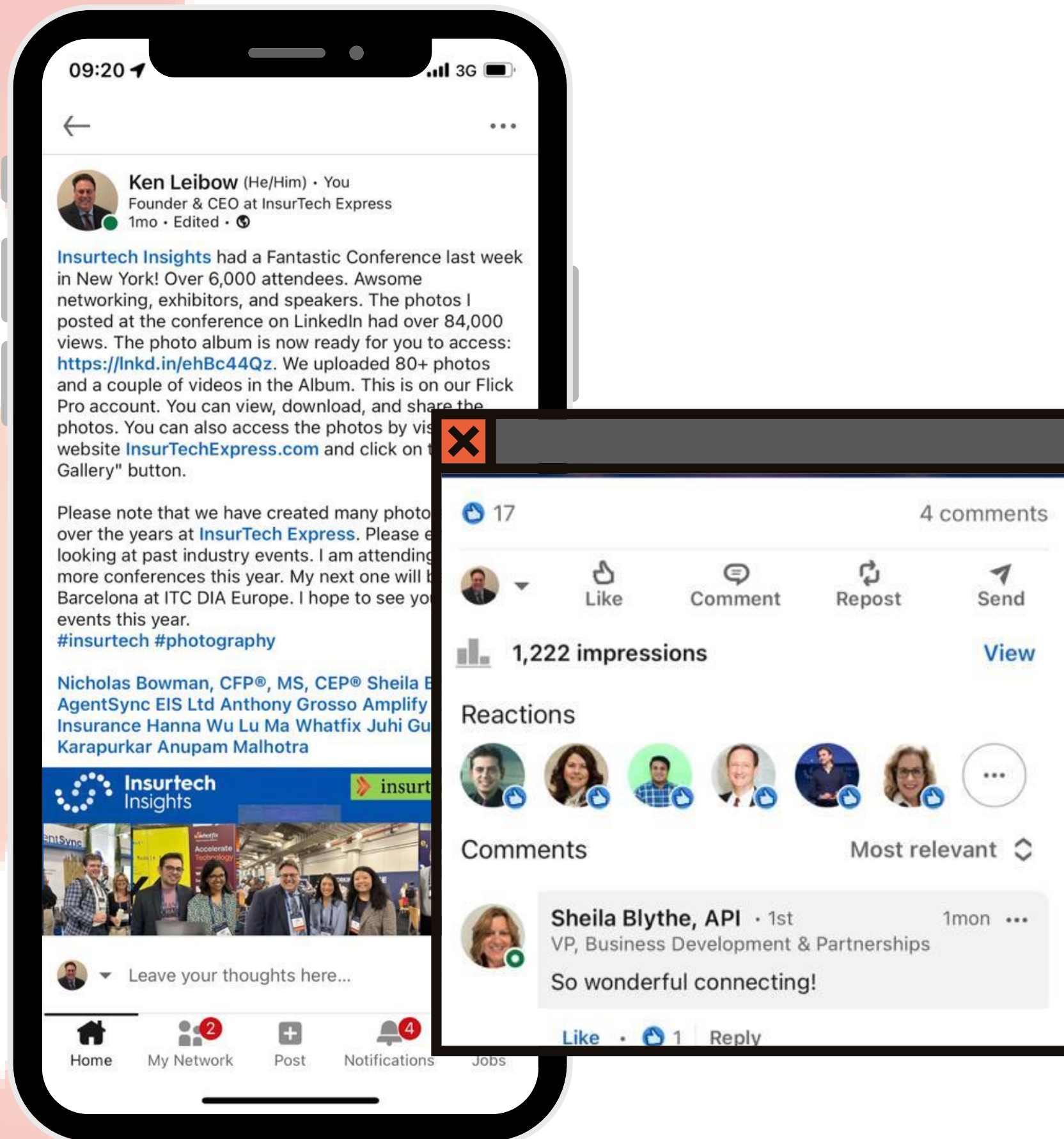


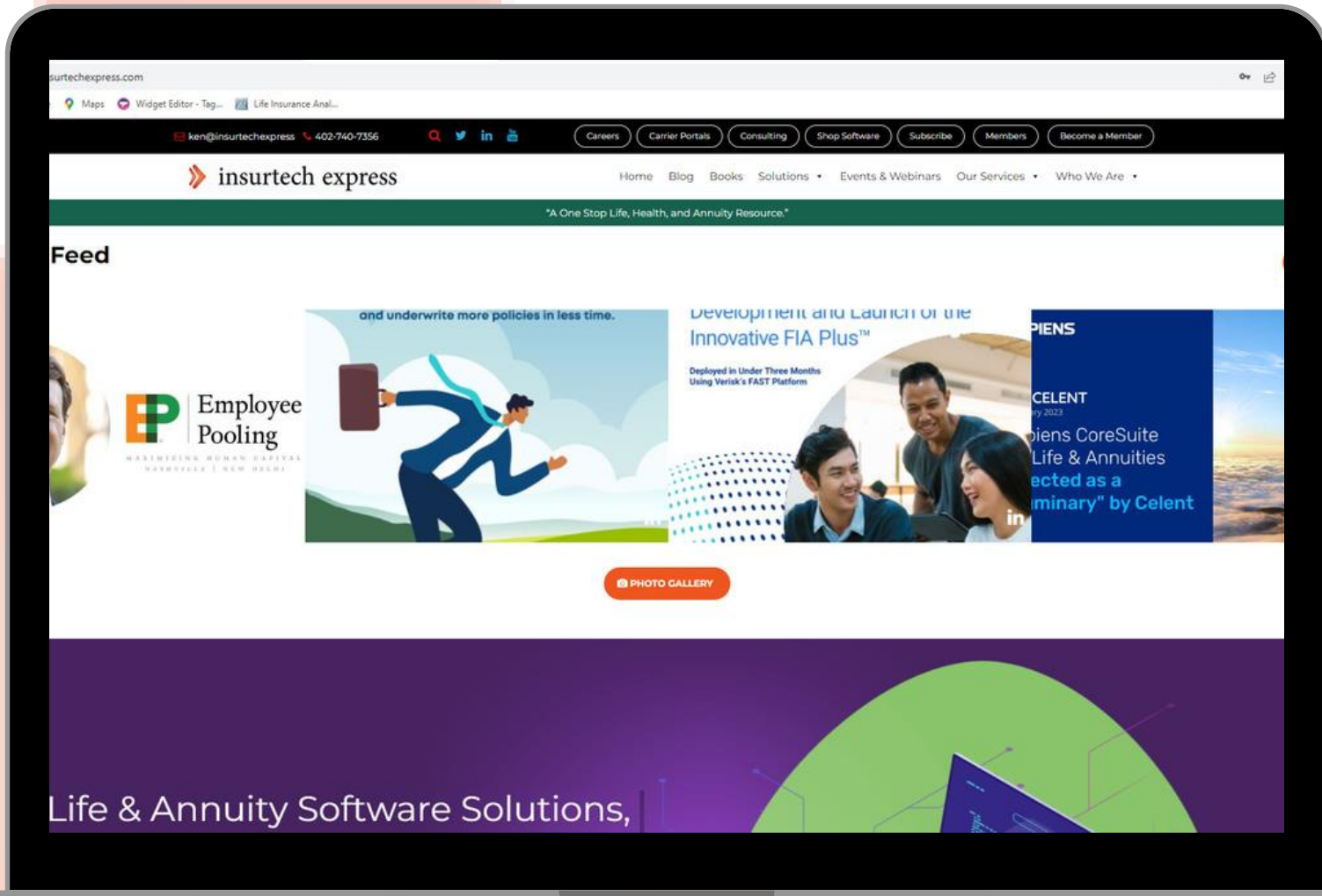


CONFERENCE EXHIBITING OR SPEAKING

We promote the participation of your company in conferences, sessions or webinars.

- Booth promotions
- Speaking sessions promotions
- Special offers promotions
- Handout marketing material at our booth

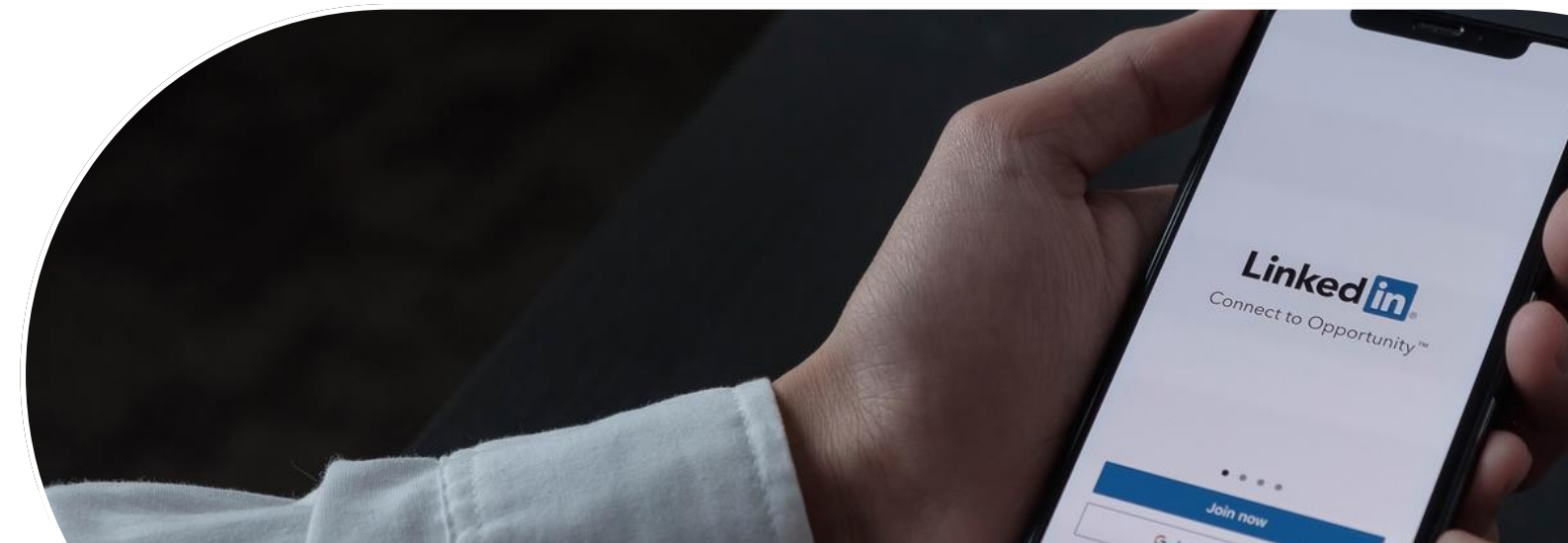




LINKEDIN FEED

INSURTECH EXPRESS HOME PAGE

Our company LinkedIn account has selective posts replicated from Ken Leibow's LinkedIn Posts. We then selectively have a social media feed to the InsurTech Express home page where we control which posts and order appear to our LinkedIn feed on the home page.

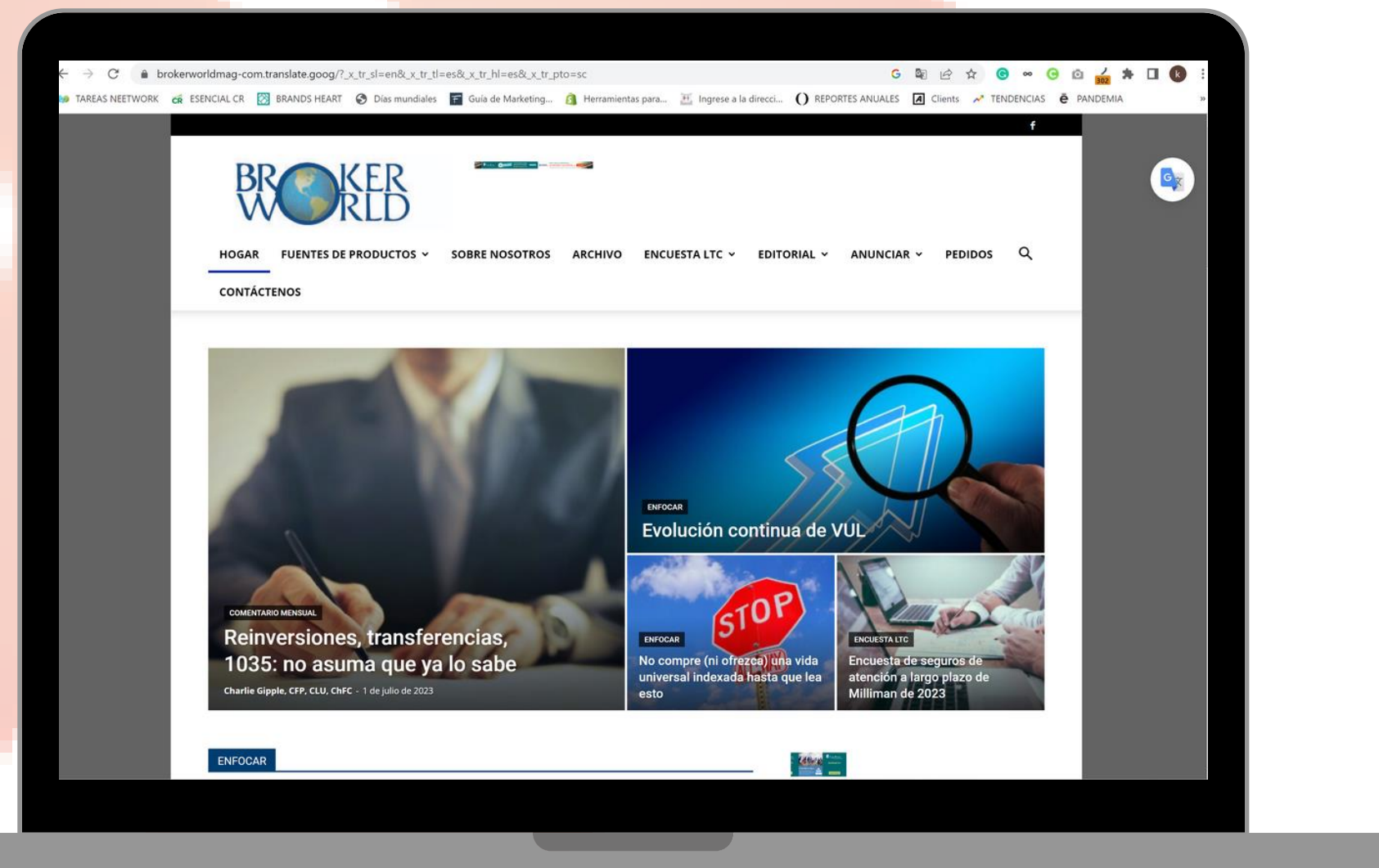




DIGITAL MEDIA



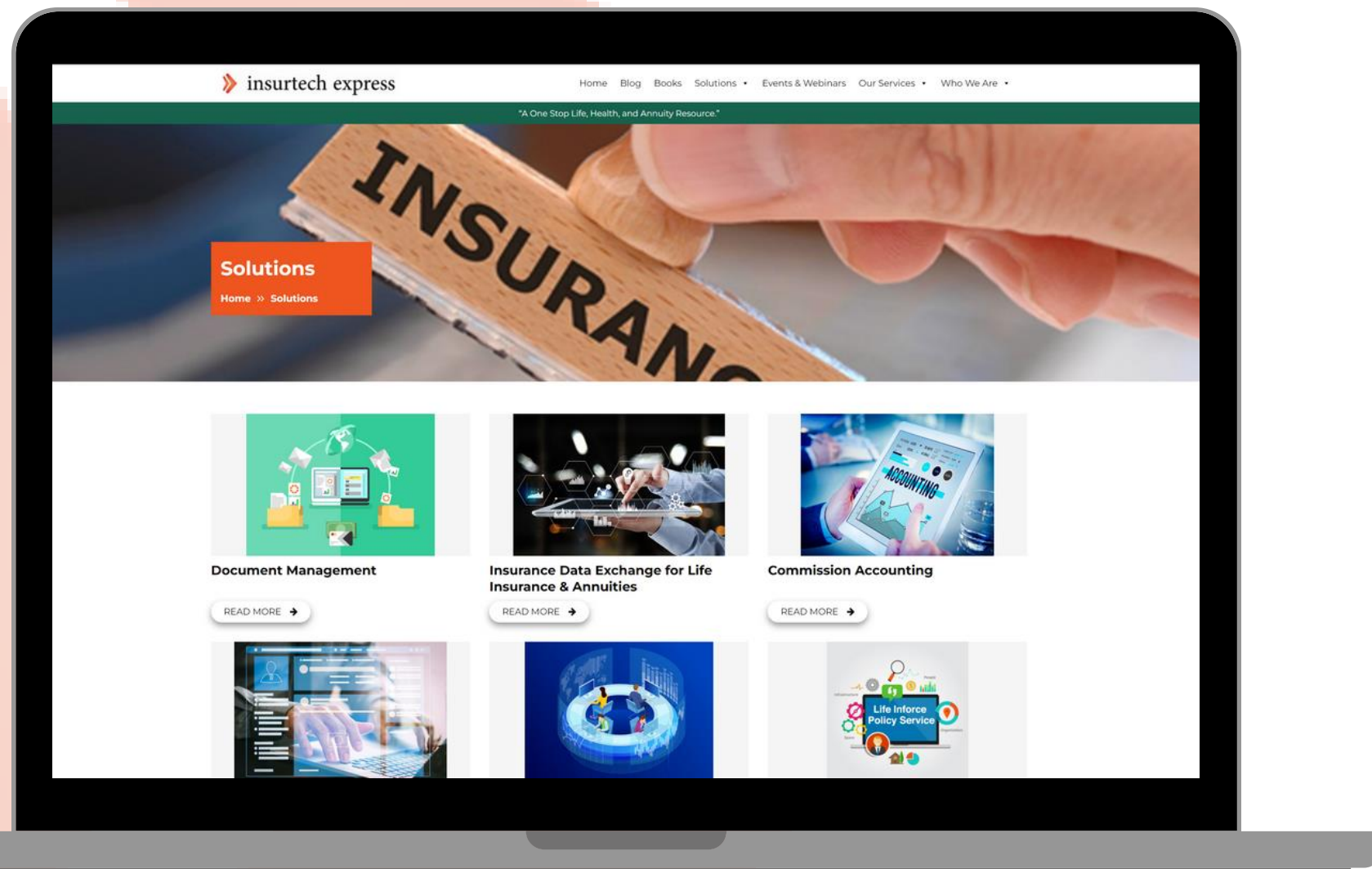
- The article will be published in the InsurTech Express Blog Post.
- The article will be on Spotlight News for 3 weeks on the InsurTech Home page.
- The article will be promoted on Social Media Twitter and LinkedIn first with a link to the magazine posting and the second later in the month to the IE blog posting.





SOLUTION SUMMARY

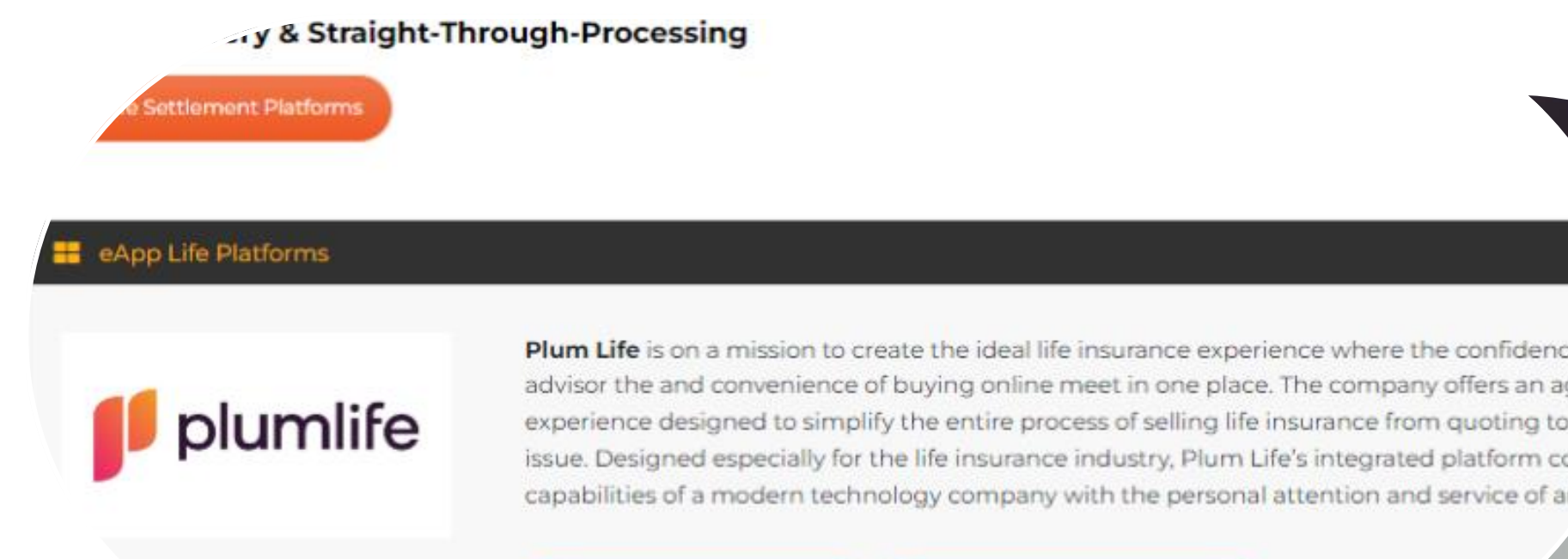
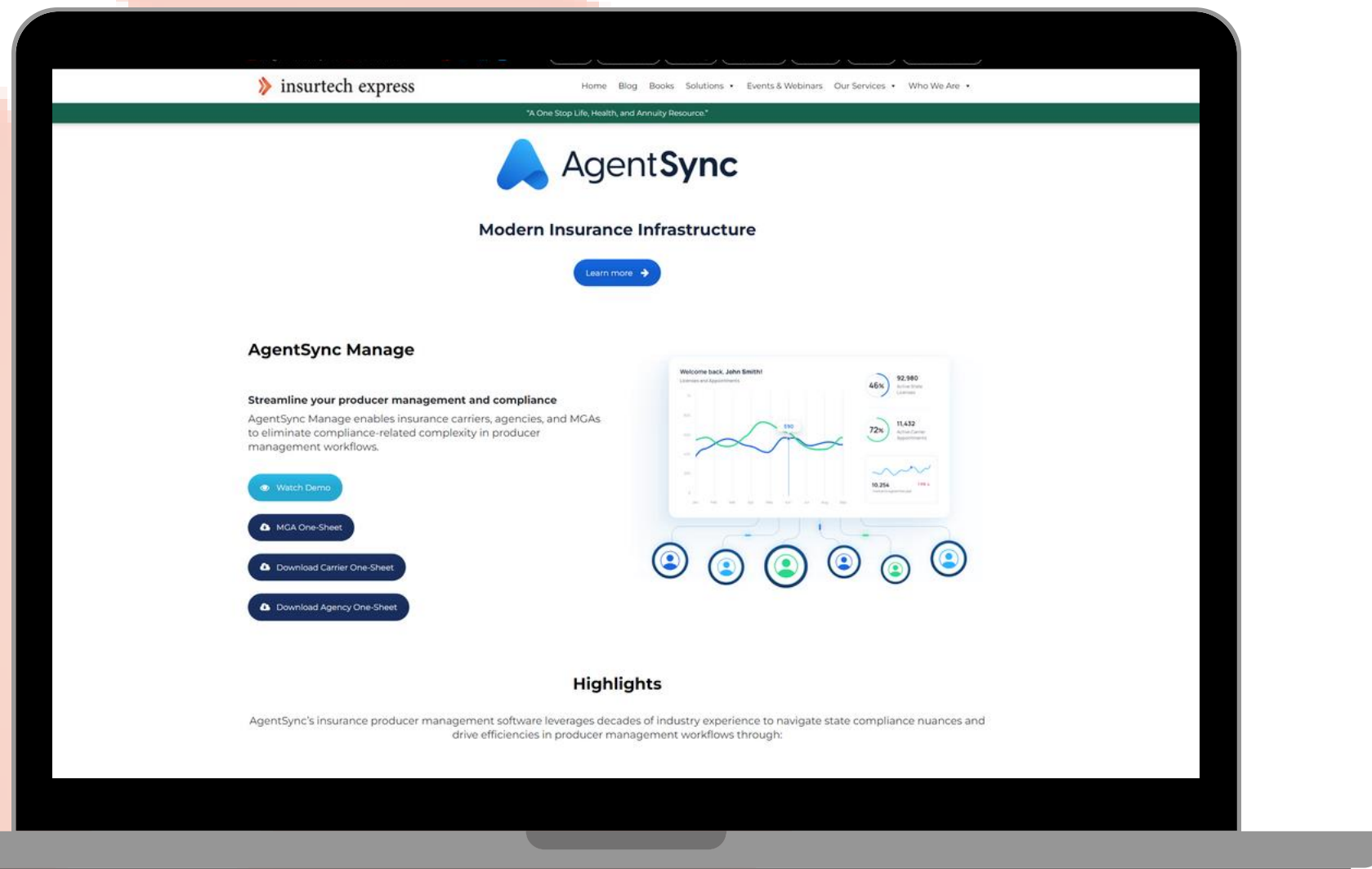
The Solutions Page is designed to show a summary of products under categories like “Life Underwriting”. If your product fits more than one solutions page it can be listed multiple times or multiple products and services on each appropriate Solutions Page with a button link to your product page and / or Website.





PRODUCT PAGE

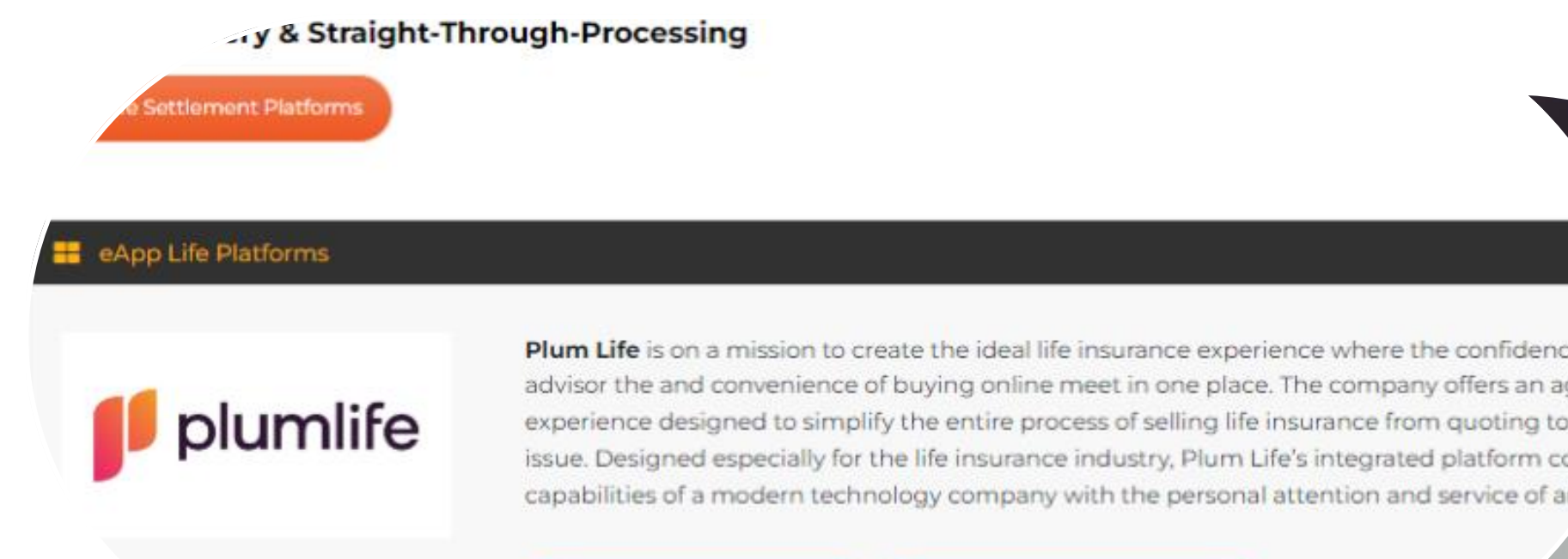
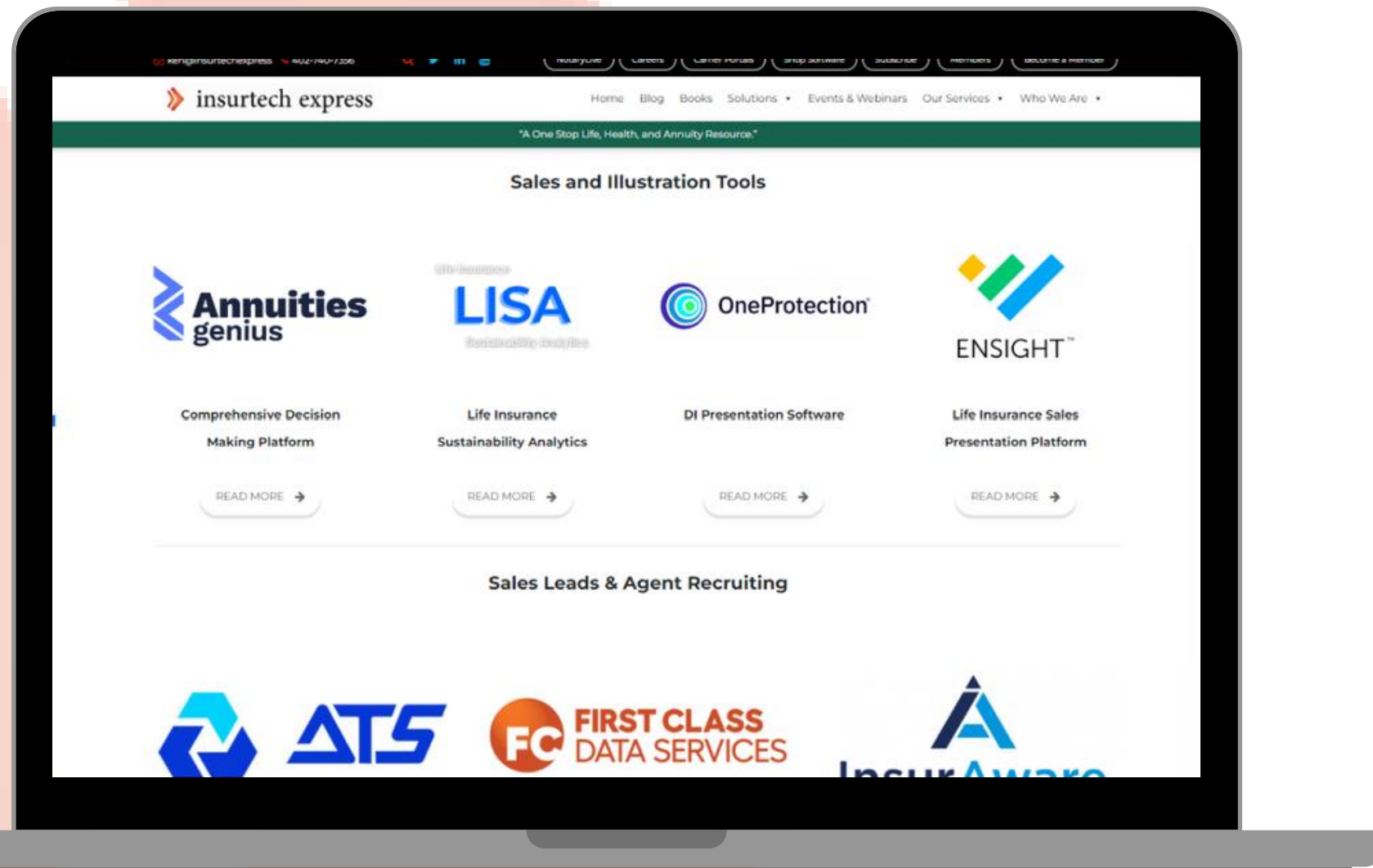
Each product page can have information on one or multiple products and services. You can embed links, videos, brochures, case studies, white papers, GIF animation, graphics, contacts etc. You can send us content changes as needed.





AGENCY & ADVISOR SERVICES Page

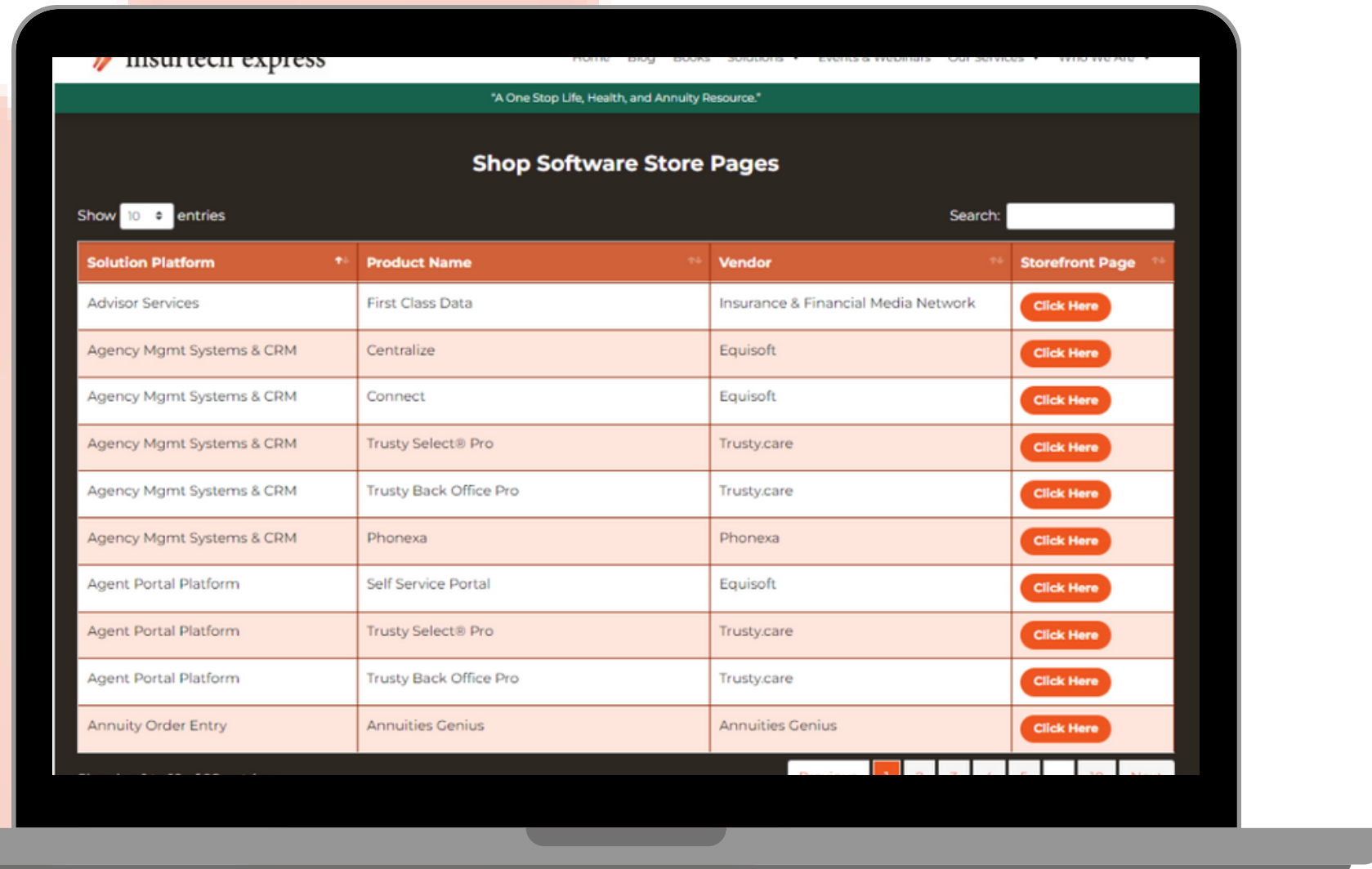
Solution providers for distribution, we list your product in our page of Agency & Advisor Services with a button link to your product page.





SOFTWARE STORE

For customers in the Plus Program, we list your product in our store, based on the Amazon model, you can search for the different products according to the criteria of Product name, solution category and vendor. Each product is linked to its Storefront.



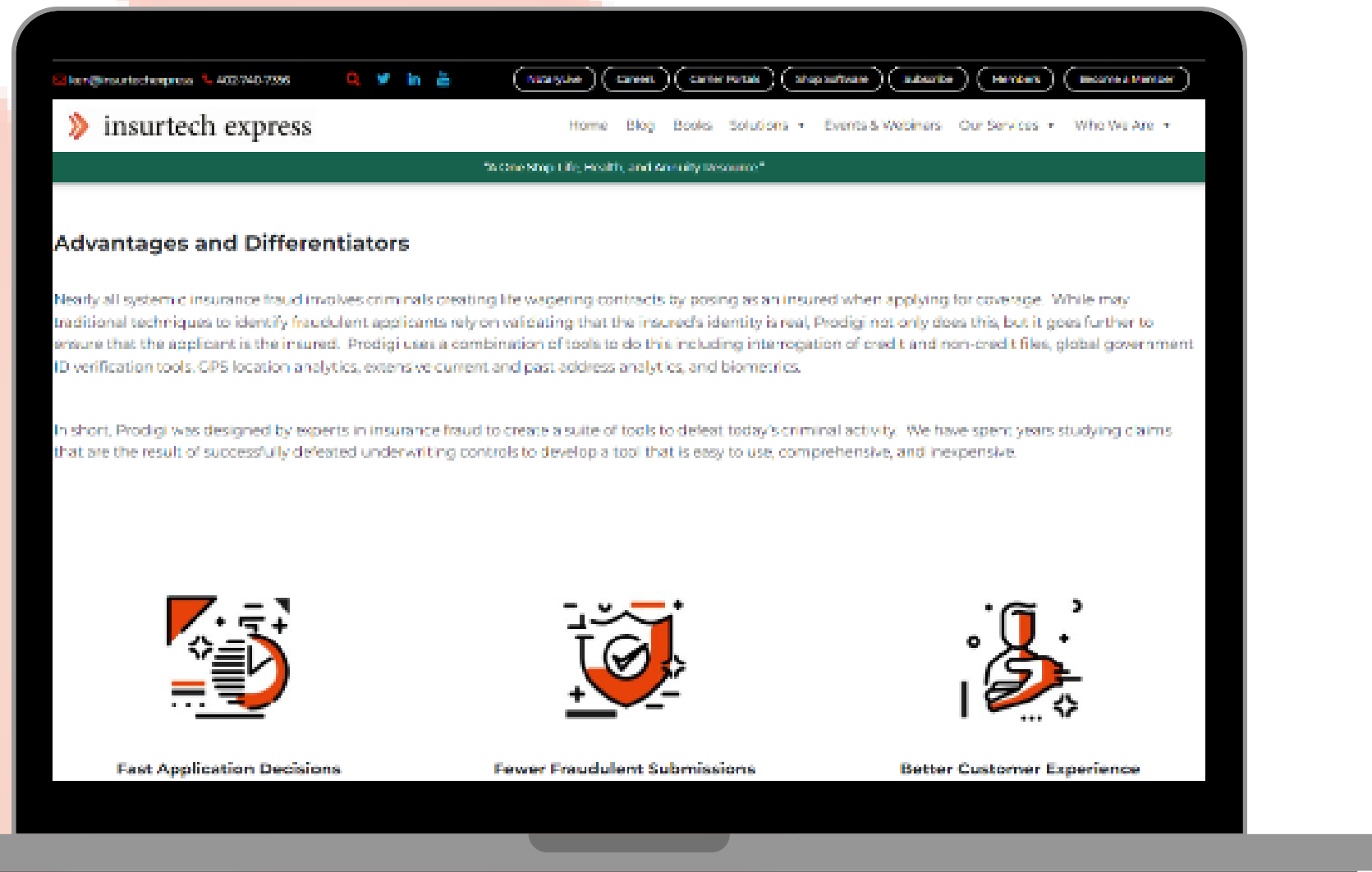


STOREFRONT PAGE

For clients on the Plus Program, a Storefront is created that have information about their product offering.

This page is sales – oriented, where the vendor can add product detail description, product advantage or differentiator, images, screen displays, operating diagrams, metrics), technical documents, pricing, implementation time, key requirements, demo videos, contact information to schedule a demo, special discounts, etc.

You can send us content changes as necessary.

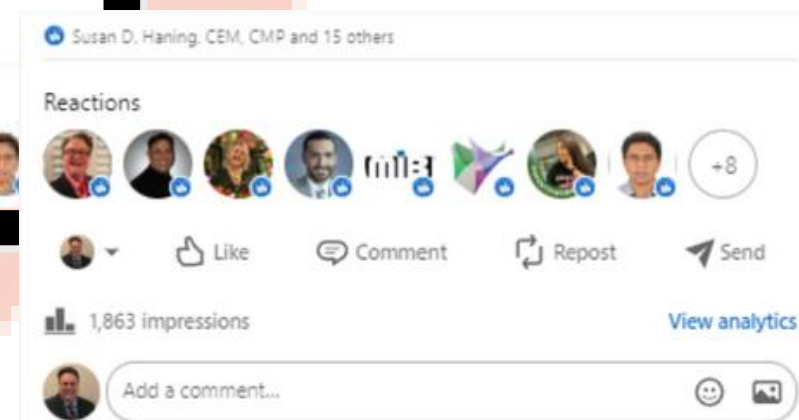
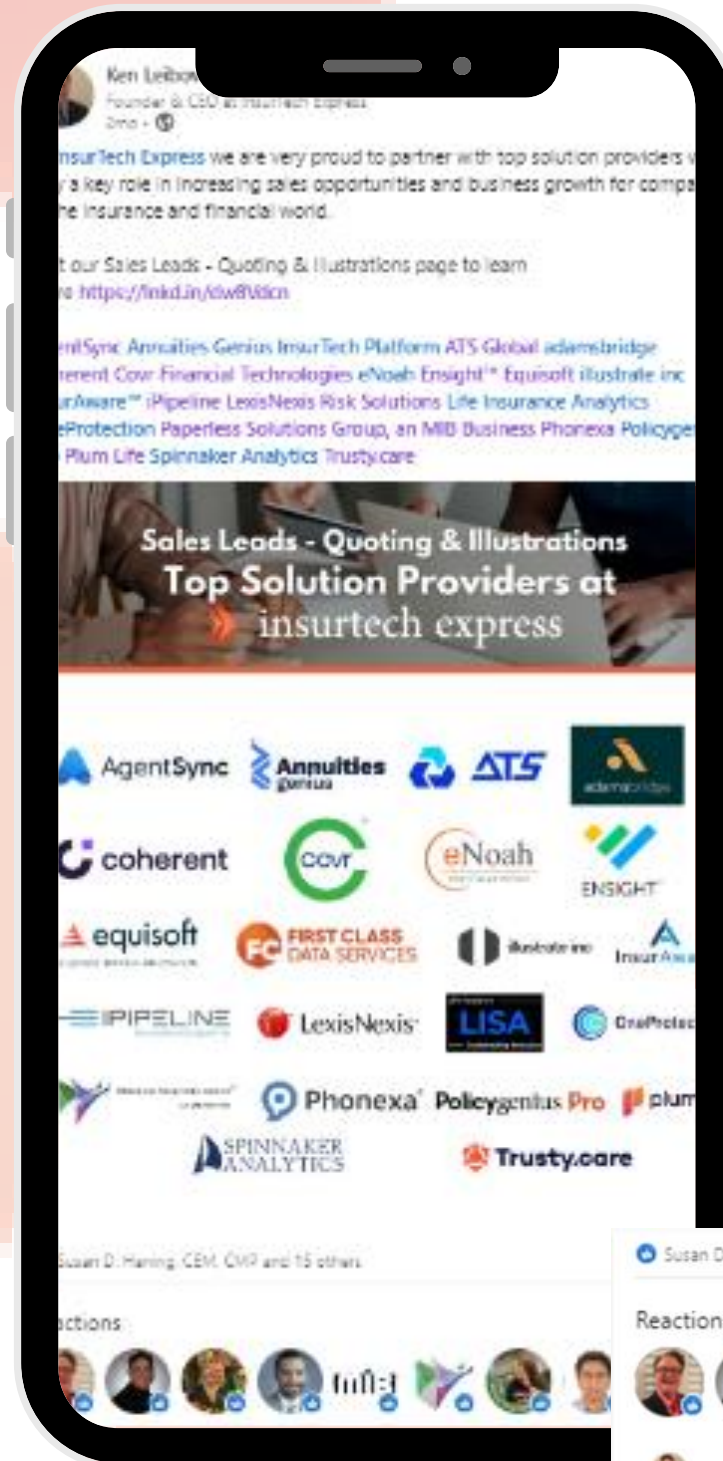
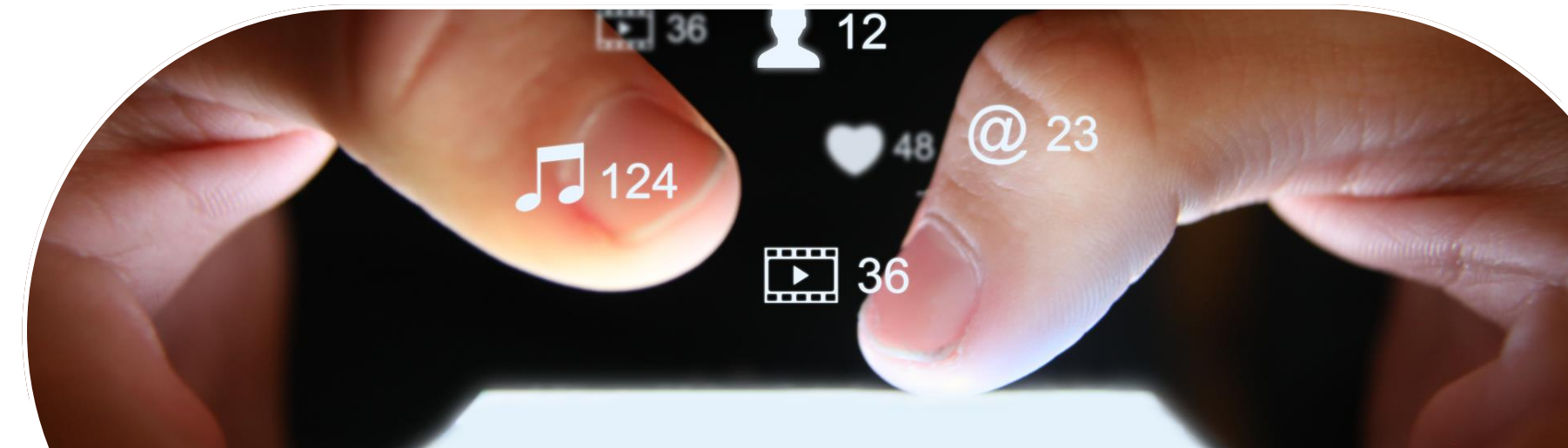




SOCIAL MEDIA POSTS

2 million total
impressions on LinkedIn
in 2023

- We have accounts on LinkedIn, Twitter and YouTube, where we share with our community all the information provided by our costumers.
- Costumers are permitted 3 social media posts per month as long as they provide content. This includes social media posts from videos, product page, blog posts, events etc.
- We tag the company and key people accordingly. (Please note: We may combine a social media post with your logo along with others who may be complimenting your products or could be a competitor). This gets many more views/impressions. Great PR!

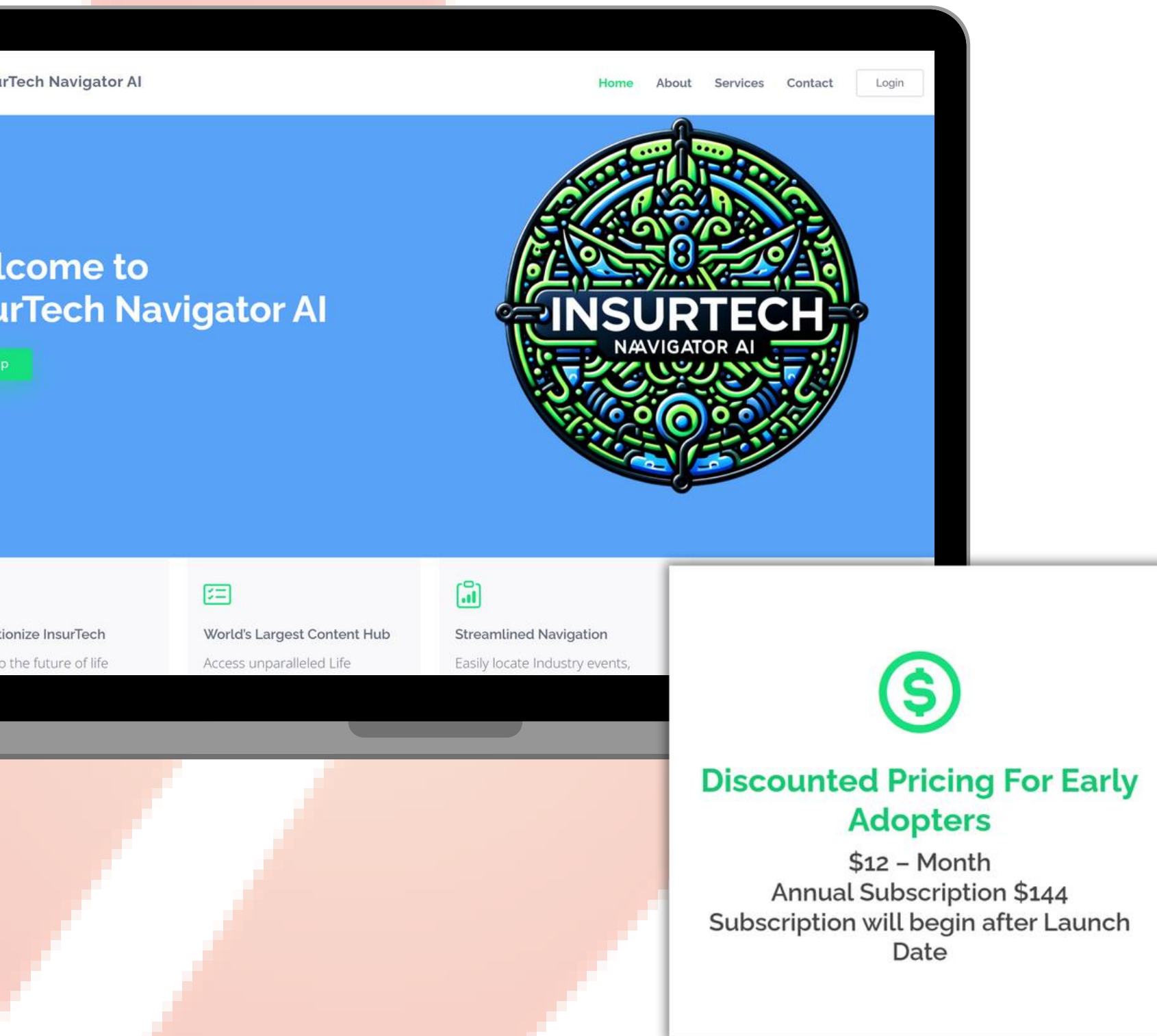




INSURTECH NAVIGATOR AI

Discover the forefront of innovation with InsurTech Navigator AI

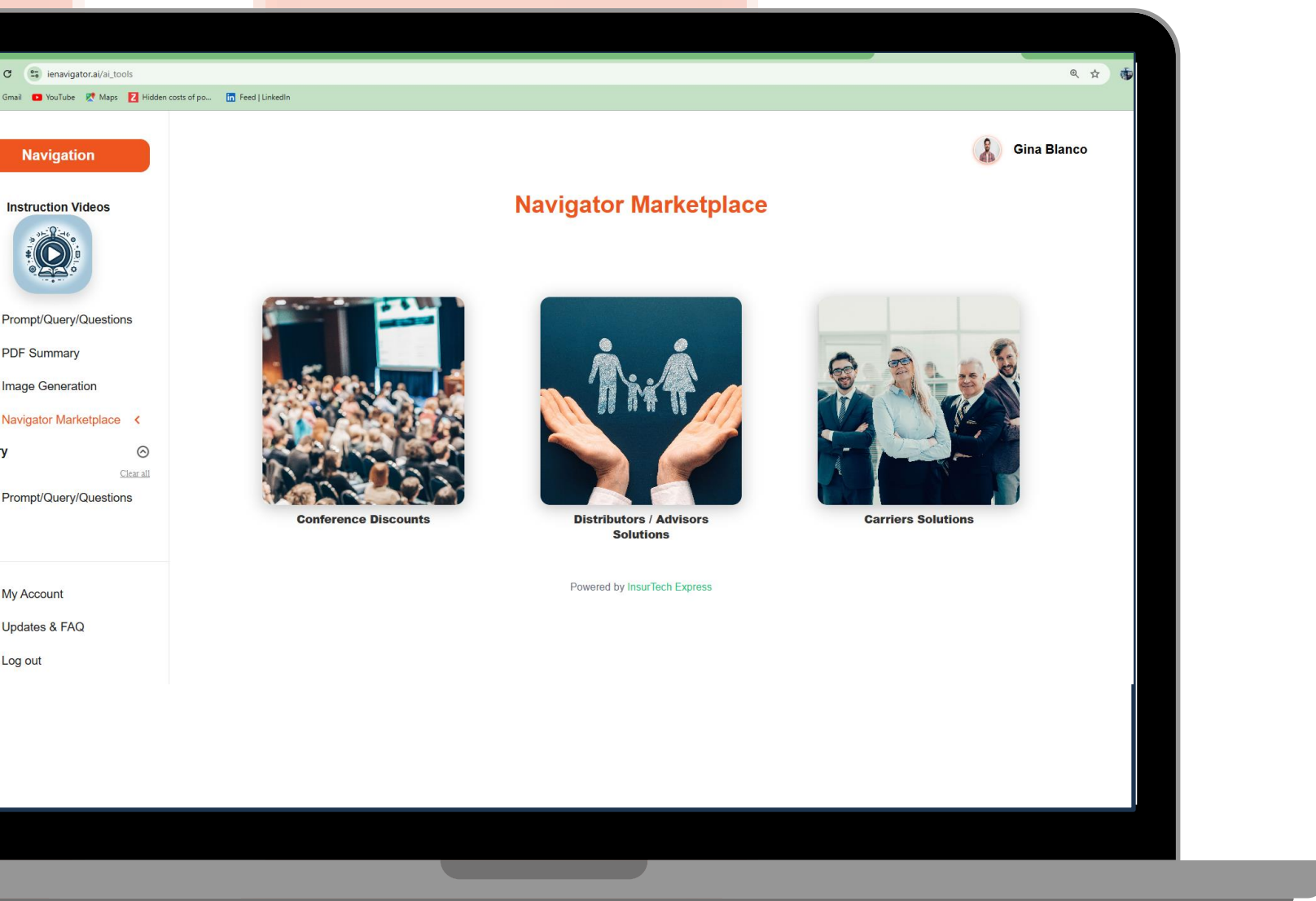
- **Groundbreaking Launch:** InsurTech Express is thrilled to introduce the Insurtech Navigator AI, a revolutionary platform set to transform the Life Insurance Technology landscape.
- **Unparalleled Content Aggregation:** Boasting the world's largest collection of Life Insurance Technology content, the platform offers unmatched insights and resources for industry professionals.
- **Comprehensive Navigation Tools:** From identifying key industry events, popular job opportunities and seamless access to carrier agent portals, to one click entry into AI tools: Proforce Ledger and Midnight Underwriter.
- **Extended Features:** InsurTech Navigator AI includes functionality that can generate images and summarize PDF documents. It is your ultimate guide to the insurance technology sector.





NAVIGATOR MARKETPLACE

The Navigator Marketplace is part of Navigator AI. You can Test Drive software solutions, get Free & Trial versions, and Discounts on Software. FOR Advisors, Distributors, and Carriers.



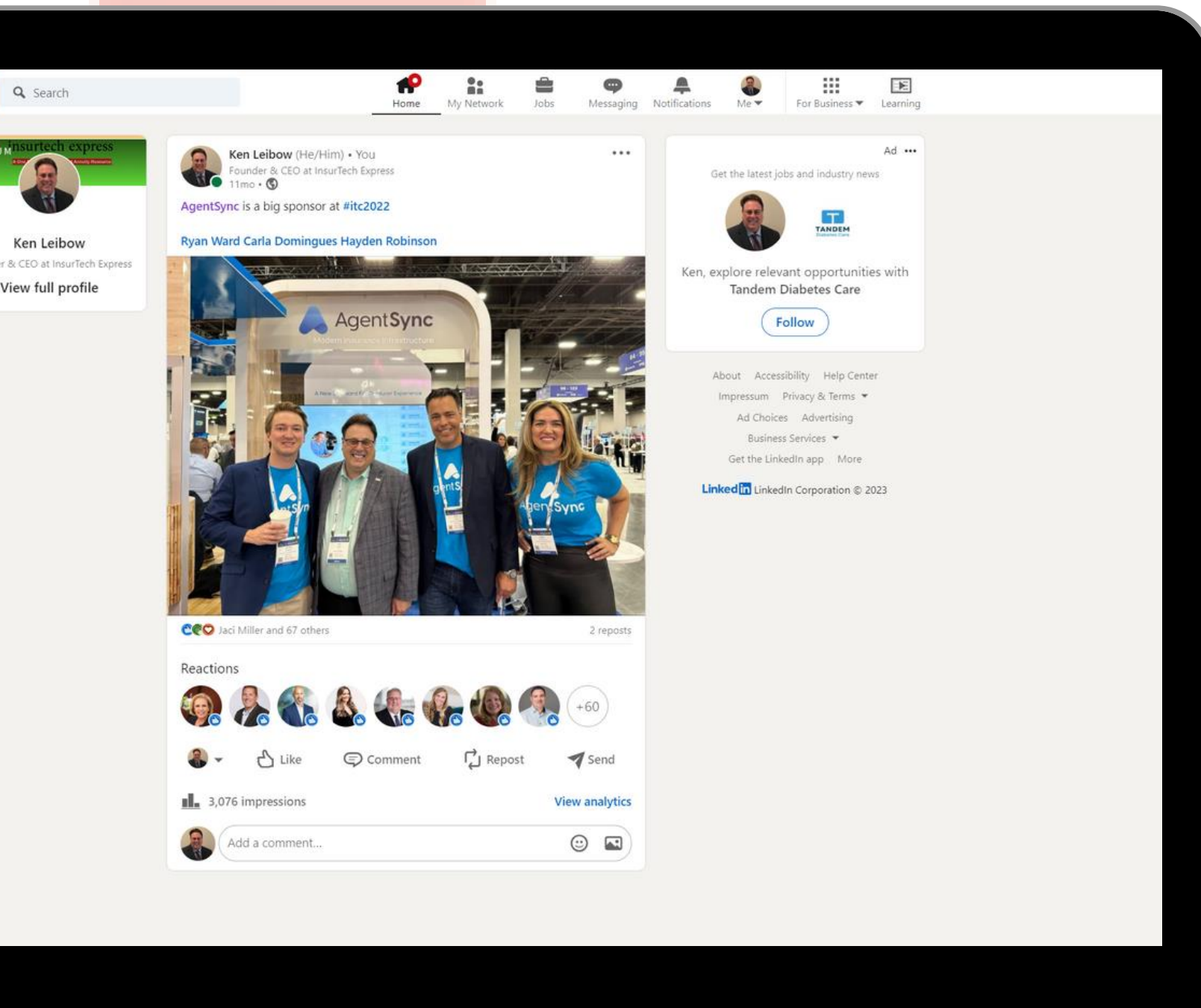


PHOTOS

OVER 3000 PHOTOS OF INDUSTRY EVENTS
40+ EVENT ALBUMS

Photos gets the most views typically in LinkedIn posts. We take many photos at onsite conferences, Zoom meetings and onsite client meetings. We also have an Event Gallery for each conference we attend. These photo albums are stored in our Flickr Pro account. There is a link to the photo gallery on the home page of InsurTechExpress.com.





EVENT PROMOTIONS

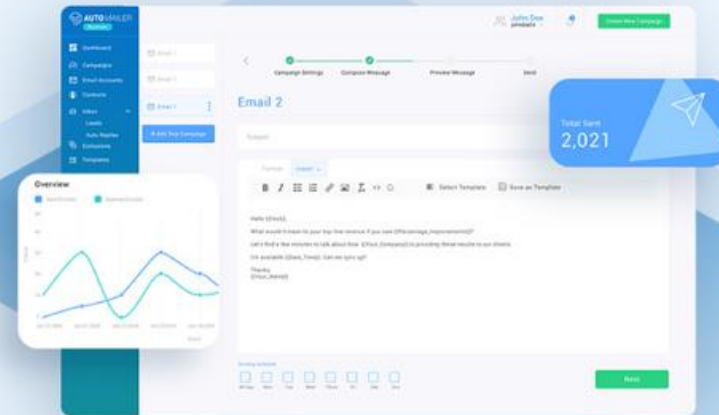
- We will promote your booth on Social Media in advance of the conference
- We will take photos of your booth and the team at the booth and post it in real time.
- InsurTech Express booth has a brochure stand where we can put a hardcopy brochure and hand them out at a conference.
- The new Digital Membership Program can be used to drive traffic to your booth with a giveaway promoted and then the person shows you their IE Digital Membership Card to collect the Reward. Rewards selected on the IE Membership page are tracked and sent to you.





Automated Cold Email Marketing Software for Lead Generation

- ✓ Maximize Inbox Placement
- ✓ Real-Time Tracking
- ✓ High-Performing Prospecting Templates
- ✓ Built-in Email Warmup Technology
- ✓ jilt-IN email



300+ Million

Cold Emails Sent



2+ Million

Leads Generated



100%

Satisfaction Guarantee



15+ Years

Experience

MARKETING CAMPAIGNS

- Target your potential customers through our email marketing campaigns
- For our PLUS program, we create a prospect list for the campaigns

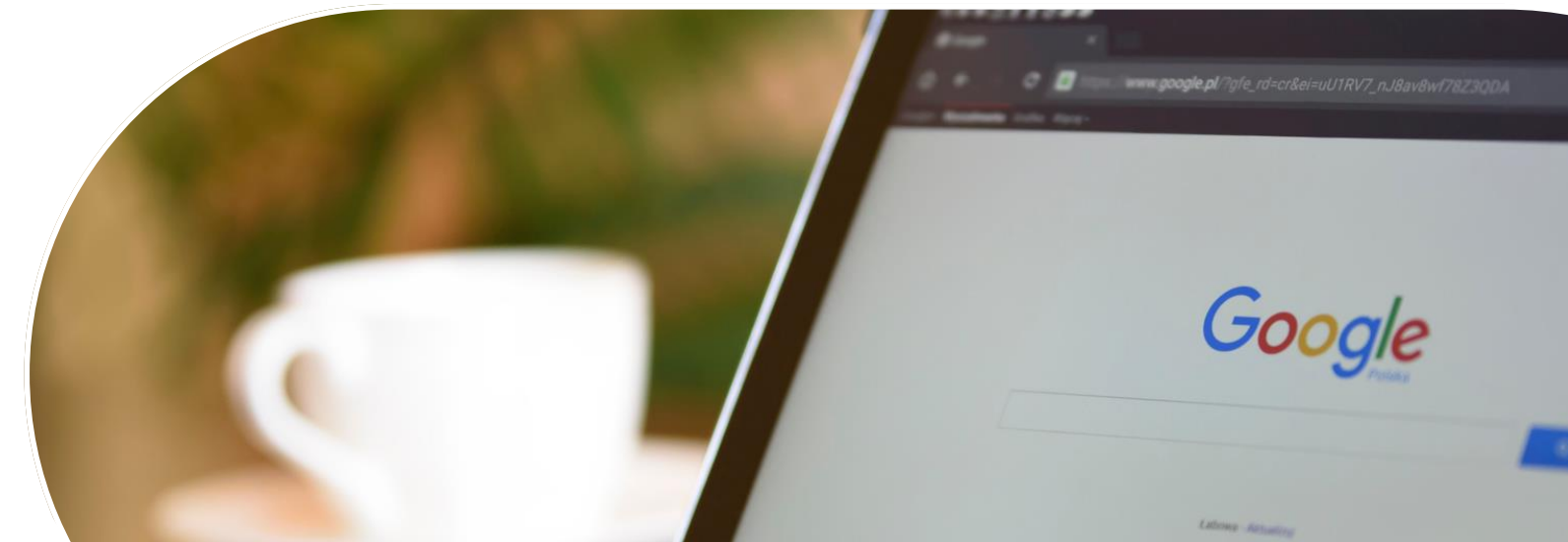
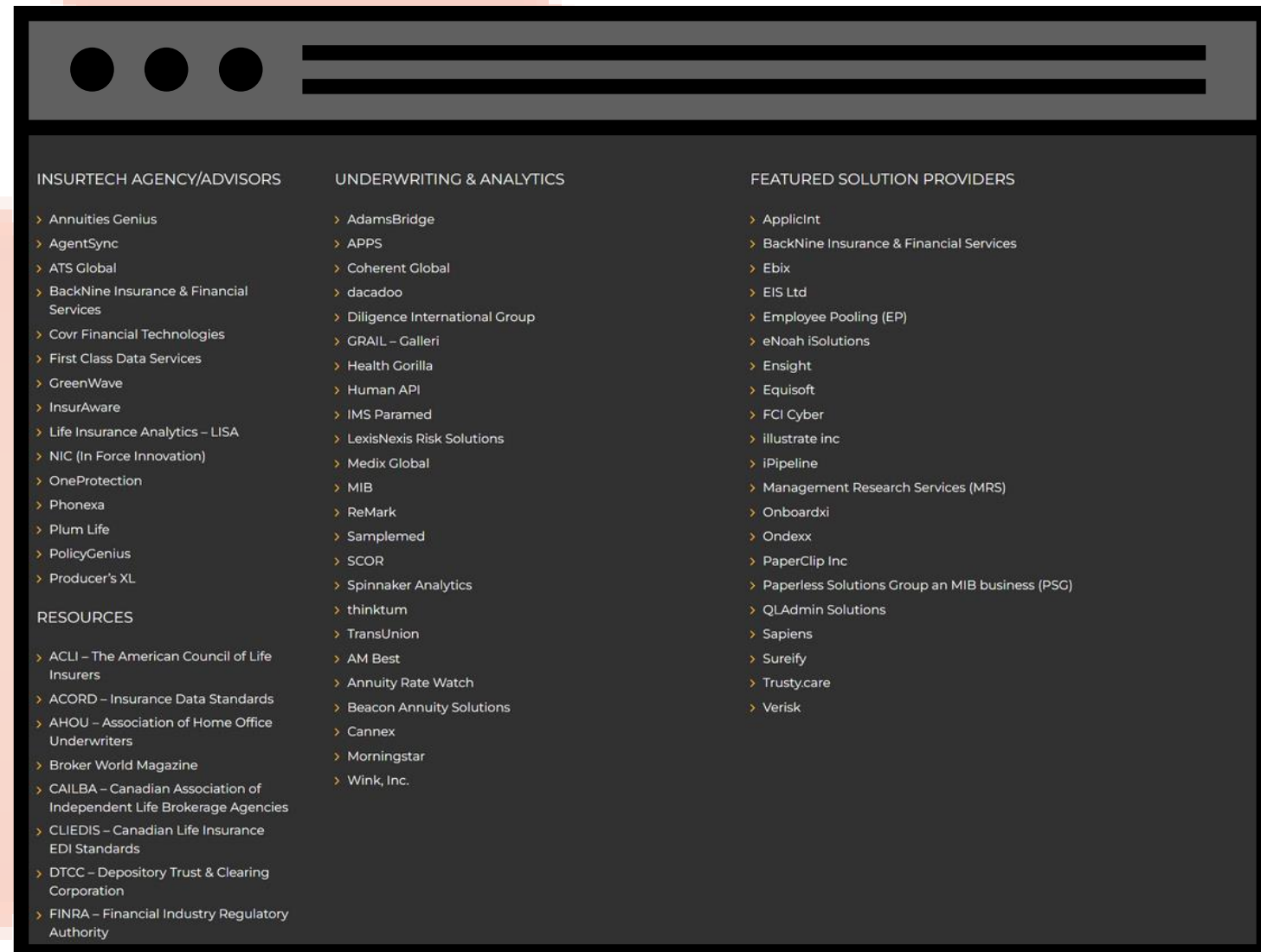


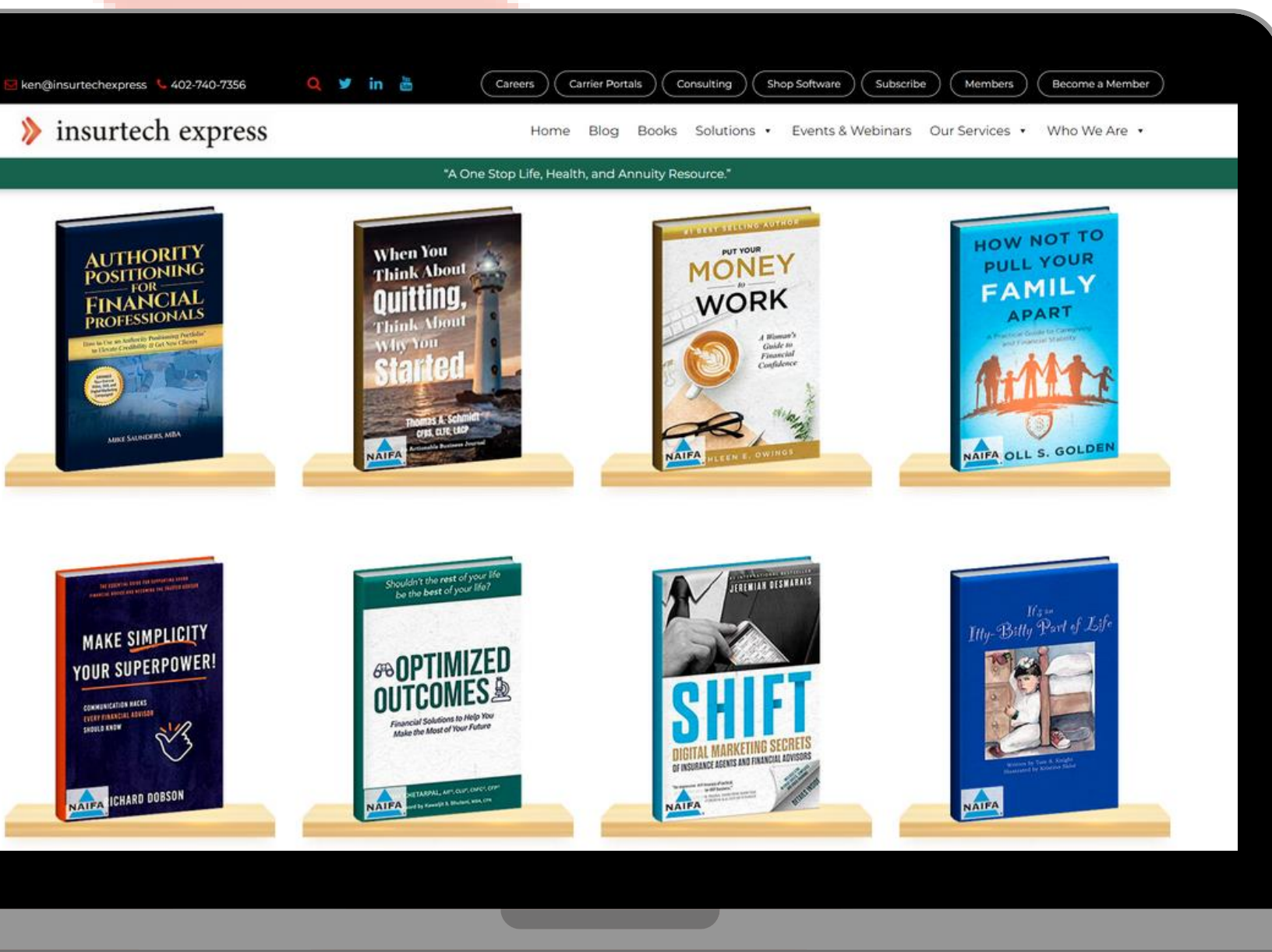


FOOTER

INSURTECH EXPRESS

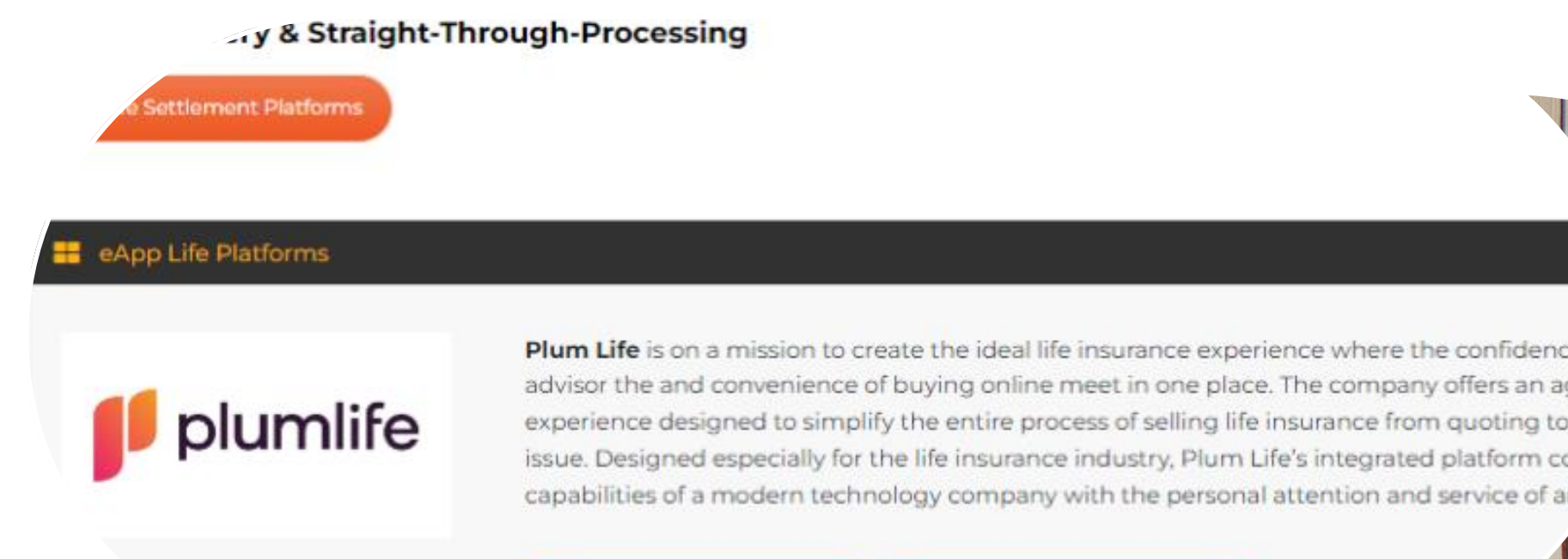
There are 3 categories on the footer for list the name of your company and a direct link to your website. You can only be listed once. Each company is listed alphabetically in each category respectively. The footer with your company name is on every page of the 150+ pages of the website which gets 1,100 daily visitors on average (56% unique vs. 44% repeat visitors). Over 1 million page views year to date. The 3 categories are: FEATURED SOLUTION PROVIDERS, UNDERWRITING & ANALYTICS, INSURTECH FOR AGENCY/ADVISORS.





BOOK STORE

We offer a space on the site for books written by professionals in the Insurance or Technology Industry. We add the books cover and description there with a direct link to buy (commonly an amazon link) and we promote them on social media.





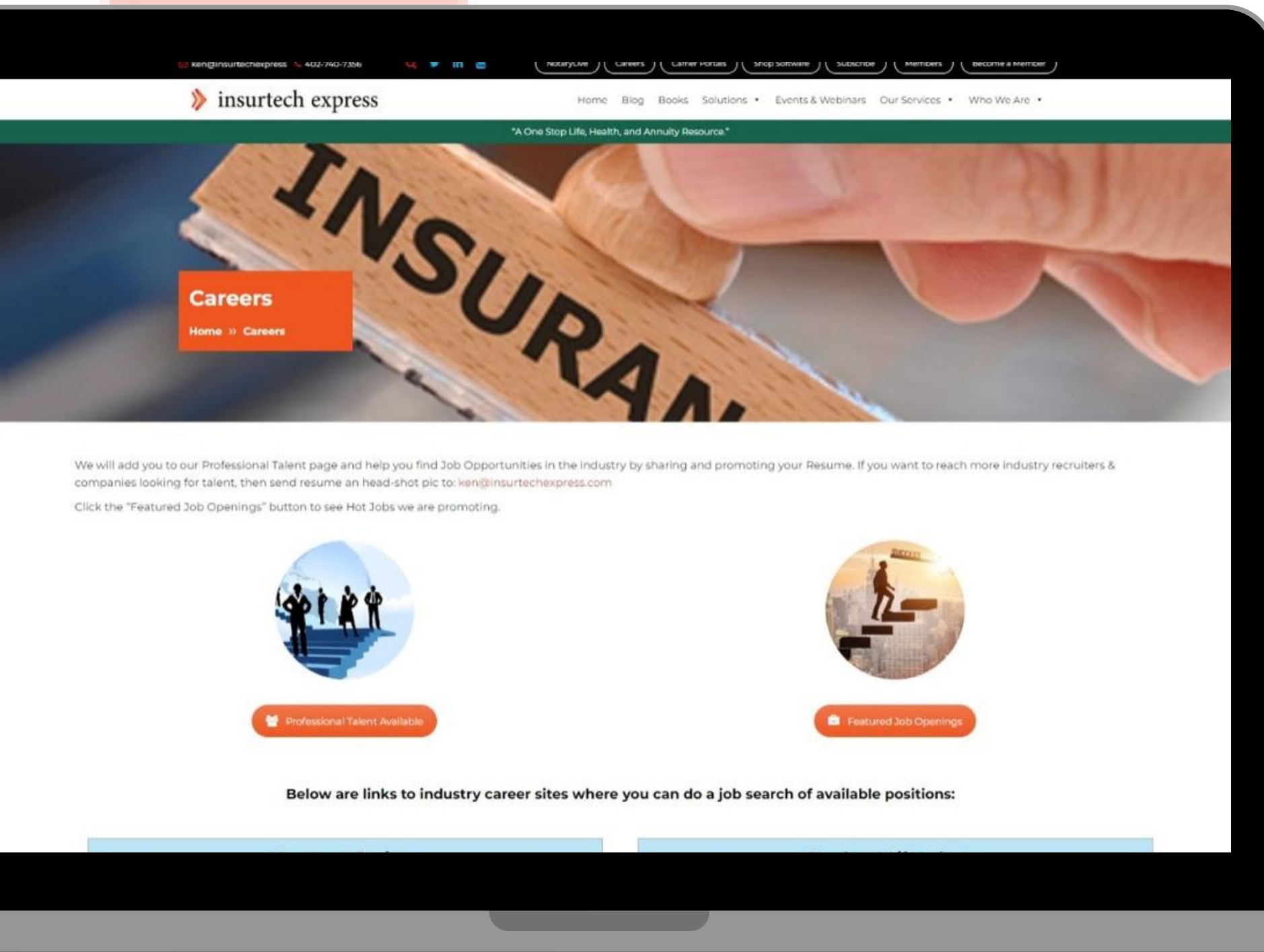
OTHER SERVICES

Careers:

- Industry Job Search Pages
- Featured Jobs
- Professional Talent Profiles & Resumes

Ask for pricing:

- Custom Software Development
- Strategic Consulting
- Training



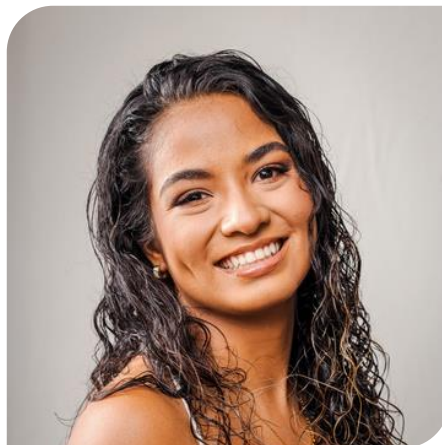
All marketing content can be sent to our emails to be promote it through our platforms.



Gina Blanco



• gina@insurtechexpress.com



Karina Laurito



• karina@insurtechexpress.com

If you have any questions, please contact us and we gladly schedule a meeting.



insurtech express

it is always a pleasure to work together!