

CAMPAIGN IN A BOX

Your Virtual Marketing Assistant

Access promotions, pre-built sample campaigns, and short how-to videos at your convenience.

“ Easy to use and extremely useful! ”

AVAILABLE ONLINE 24/7 | NO USER ID OR PASSWORD REQUIRED.

AGENTS for client prospecting
RetireStronger.com/ClientCampaigns

AGENCIES for agent recruiting
RetireStronger.com/AgentCampaigns

What is Campaign in a Box?

It's an online program that allows you to enhance your marketing in just seconds. Select promotions on a desired topic, then copy, paste and deploy. Pre-built campaigns, or individual pieces – you pick! Choose from:



Emails



Social media



Newsletter stories



Videos and conversation starters

Why should you use it?

“ I have an agent who is now working directly with a client as a result of this campaign. ”

– Tim, BGA Manager

“ I not only sent several emails from Campaign in a Box myself (which was super easy) but I also sent it out to many agents and had a huge response on this. Thank you. ”

– Matt, BGA Principal

“ I have been in the business for three years and haven't had this quick of a turnout. Layout was simple so anyone could understand the message. I have had four clients reach out to me directly within an hour of receiving the campaign. ”

– Justin, Advisor

“ Due to this campaign, I have a call with the advisor next week to learn about his practice and see what other prospecting tools will help him. Thanks for the support! ”

– Courtney, BGA Principal

“ We found Campaign in a Box worked best by giving our advisors the opportunity to utilize the collateral for prospecting. We were very happy with the results and have been offering it to new firms that sign up with us. ”

– Brandon, Biz Development and Marketing Manager

See page two to learn how Campaign in a Box works in real life!



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Real life example: Diversified Brokerage Services

Promotions:

Four week campaign with five promotions each week driving attendance to a webinar for lead capture

- Each week content from Campaign in a Box was used for:
 - Customized HTML coded email
 - Newsletter story
 - LinkedIn post
 - Facebook post
 - Tweet

Results:

Four weeks of promotion using Campaign in a Box resulted in :

- New agent leads
- Re-engagement of agents who had been inactive with the agency



“AIG’s Campaign in a Box is an extremely useful platform to enhance an agency’s existing marketing program. Having the prewritten emails, social media posts, and graphics “ready-to-go” enabled us to quickly put together standalone campaigns and also use as supplemental material for our existing campaigns.

“We found it incredibly easy to use the Campaign in a Box materials and personalize to our agency for our needs. We could select individual pieces to augment our own materials, or use the individual pieces to create an entire campaign. Having everything laid out enabled us to see how the pieces work together to reinforce messaging on all platforms.

“We were very pleased with the results!”

– Laura Thompson, Director of Marketing,
Diversified Brokerage Services

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