

Innovative Insurance Agency Marketing Drives Continued Growth



KCI Insurance Agency invested in new agency marketing tools from StartUpSelling, Inc. to fuel growth in the transportation insurance marketplace

KCI Insurance Agency, Inc. has provided the transportation industry with creative insurance solutions for over 75 years. Their extensive experience has cultivated a premier level of service dedicated to consistently exceeding client expectations. KCI also provides unique group programs specific to trucking that create savings for their members.

With the right mix of products and services in place and extensive industry expertise, KCI President Ron Cooperman was ready to focus on growing the business. However, several obstacles stood in the way: an outdated and very basic website which gave prospects a poor first impression; a lack of relevant content and collateral; little emphasis on KCI's unique and innovative group programs; and a dated sales and marketing program. To expand their client base, KCI would have to invest in significant marketing upgrades and implement a new lead generation methodology.

"We have outsourced our entire marketing operation to StartUpSelling - our days of cold calling are over..."

**Ron Cooperman, President,
KCI Insurance**

Q1 Web Seminar Metrics & Results

- 18,000 Emails Sent
- 550+ Web Seminar Registrants
- 320 Web Seminar Attendees
- 30 Appointments Set
- 10 Quoting Opportunities
- Over \$300,000 commission revenue

KCI reviewed several marketing companies and ultimately selected StartUpSelling, Inc., a state of the art, insurance agency marketing services firm. StartUpSelling's senior team laid out an all-inclusive, web centric and cost-effective solution. First, KCI's website was completely redesigned and launched within 30 days. StartUpSelling then interviews a dozen KCI clients and created professional and branded client testimonials which were immediately published to the KCI website. These testimonials provided the sales staff with a compelling and up to date reference library to share with prospects. Concurrently, all website and collateral content was reviewed and updated – properly highlighting KCI's innovative group programs for the transportation industry.



As these initial steps came to conclusion, StartUpSelling deployed a new eMarketing and web seminar lead generation campaign. StartUpSelling developed an email list consisting of 6,000 executives at large profile transportation firms. They then created a compelling web seminar topic and invited the executives to attend – the strategy was an instant success. KCI was rewarded with a tremendous 5% web seminar registration response – instantly jumpstarting their pipeline with in-profile prospects, showcasing KCI as an industry thought leader.

Outsourcing their marketing efforts to the experts at StartUpSelling, Inc. allows KCI to take advantage of superior talent at a cost effective rate. The highly skilled StartUpSelling team uses state of the art marketing tools and consistently generates compelling results. Alan Blume, StartUpSelling CEO and author of Your Virtual Success says, “It’s a wonderful opportunity to assist a quality insurance agency like KCI. Our job is to make them a more efficient and successful operation, and we accomplish that by leveraging web centric marketing programs at a very affordable cost.”

About StartUpSelling, Inc.

6 Wight Farm Road
Natick, MA 01760
(508) 397-9666
info@startupselling.com
www.startupselling.com

StartUpSelling helps Insurance Agencies, Law Firms, Professional Service Firms and other B2B companies with all aspects of their marketing and lead generation activities. Our services offer an extremely cost-effective and easy way to outsource many Sales and Marketing tasks, thus ensuring a very compelling ROI. StartUpSelling offers state of the art Web Seminar Marketing, SEO (Search Engine Optimization), Web Site Renewal, eMarketing, Social Network Marketing, eCollateral Creation, PR Services and blogs, and telemarketing services.

StartUpSelling can become a professional extension of your organization, assisting you with just in time resources precisely when needed. StartUpSelling offers keen pricing leveraged by our advanced virtual model. Our virtual operation ensures low overhead - you’re not paying for fancy offices, expensive furniture or golden parachutes. You receive a high value return on your investment, because you are investing in quality people, state of the art cloud computing tools and efficient operations, the things that matter most to your growing organization.

About KCI Insurance Agency, Inc.

212 W Route 38 Ste 700
Moorestown, NJ 08057
(800) 486-9278
ronc@kciinsurance.com
www.kciinsurance.com

KCI is one of the largest privately owned transportation insurance brokers in the Northeast with nearly \$60 Million of written premiums. We have outstanding insurance carrier relationships and a veteran team of service personnel with significant, real world, experience.

KCI Insurance currently has three offices, located in Pittsburgh, PA, York, PA, and our home office in Cherry Hill, NJ. KCI Insurance targets fleets in excess of 25 power units and is able to provide them with a comprehensive suite of services. In other words we provide a one-stop-shop for all insurance needs.

KCI’s York office currently administers a Workers Compensation program named PETRO Trust. This plan includes some of the best managed trucking risks in the state!

KCI also administers a Risk Retention Group for Auto Liability. Known as Elite Transportation RRG this group has shown tremendous growth and success. Contact us to see how we can help you find the right insurance for your needs.