

Fact-Based Planning Drives Campaign Success

Markel American Insurance Company

THE CHALLENGE

In the face of strong competition from larger insurance companies, Markel enlisted help from Johnson Direct to increase inquiries for its motorcycle insurance products and convert them into sales.

THE SOLUTIONS

We used research, fact-based planning and layered decision making to help us develop a strategic approach that would maximize Markel's budget. Based on relative market potential, we determined that 14 states had a very high chance of generating strong response rates and 15 more states had a good chance. Using that information, we were able to target our efforts to focus on the areas with the highest sales potential and eliminate marketing in states where the possibility of success was limited.

We created a multi-channel campaign that included advertising in select motorcycle enthusiast publications, direct mail to motorcycle owners in our target areas and a website landing page. The creative carried relevant marketing messages to address competitors low price claims.

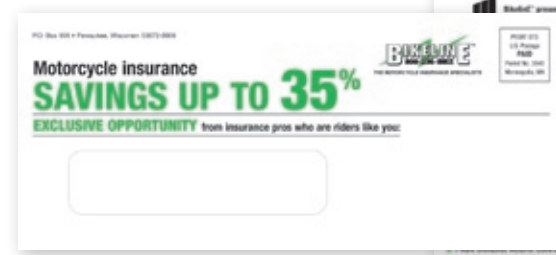
Four initial concepts were presented for print ads. Instead of choosing one, the client liked them all, so we developed four ads and rotated them in select motorcycle publications. The ad creative was used as the basis for a direct mail campaign that included three self-mailers and one letter package. We also provided counsel on updating an existing landing page to coordinate with the campaign.

THE RESULTS

- Our campaign helped to almost double the bind rate for new policy holders (conversion from lead to customer).
- Detailed research and planning enabled us to maximize effectiveness with the given budget.
- The direct mail pieces we developed outperformed all previous efforts.

THE TACTICS

- Research
- Fact-based Planning
- Strategic Message Development
- Advertising
- Direct Mail
- Website Counsel
- Retention Consulting



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