

2021 MARKETING PLAN GUIDE

Boost Your Marketing Efforts with New Advertising

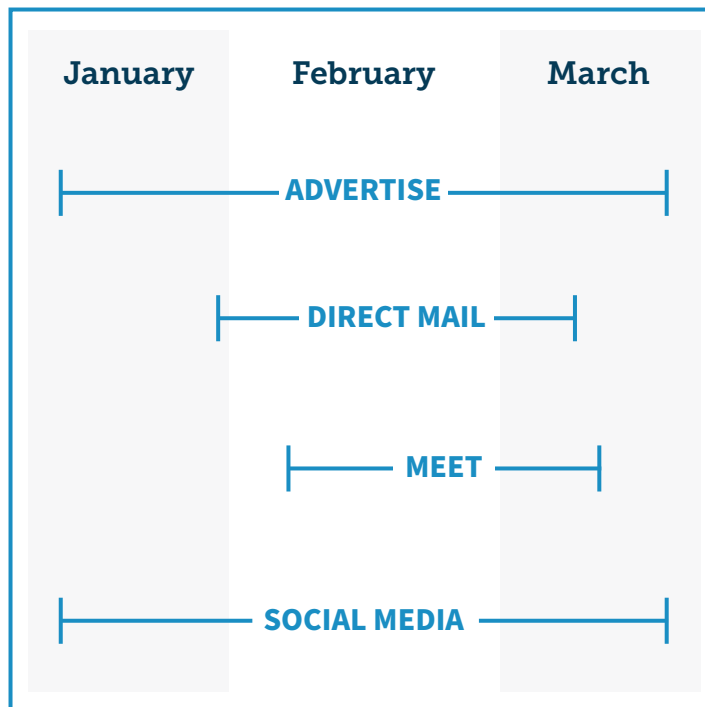


Farmers Mutual Hail
Insurance Company of Iowa

Now that you have your ads and marketing materials, when is the best time to use them?

According to a recent national research study, most producers start to think about crop insurance 4-6 weeks before the Sales Closing Date. In most areas, that SCD is March 15, which means producers are thinking about crop insurance at the end of January. **Please keep in mind that your marketing plan is unique to your area and customers, and the following is simply a recommendation.**

- We recommend advertising in your area starting in early-to-mid-January.
- If possible, hosting a Farmer Meeting in early February helps to reinforce your advertising and provides an opportunity to share your knowledge with old and new customers alike in a comfortable setting.
- As customers conduct research, be sure you have an online presence with a website or social media.



ADVERTISE (EARLY-MID JAN)

Newspaper Ads

- **Suggested run time:** 4-8 weeks, depending on budget and availability
- **For Co-op:** You will need a copy of the paid invoice along with the full tear-sheet for each date the ad ran
- Do you need a different size? Contact marketing@fmh.com with the size specs and we can adjust the ad for you!

Radio Ads

- **Suggested run time:** 4-8 weeks
- **For Co-op:** You will need a notarized copy of dialogue and the dates it aired

DIRECT MAIL (LATE JAN-EARLY FEB)

Postcard Mailer

- Direct Mail Services Options:
 - Do you already have a mailing list? We can connect you with a mail delivery service.
 - If you don't have a list, we can connect you with Farm Market ID for a targeted mailing list for your area.
- Does not qualify for co-op reimbursement per RMA SRA guidelines

MEET (EARLY-MID FEB)

Host a Farmer Meeting

- FMH can cover some of the costs of hosting a farmer meeting. Go to www.fmh.com/agent-resources/marketing/farmer-meetings to learn more.

Connect Virtually

- Use our slides to easily present virtually for when you can't meet in person
- Did you know FMH offers e-versions of our brochures on FMH.com? Simply navigate to the product info page and click the "product booklet" button

SOCIAL MEDIA (JAN, FEB & MARCH)

Social Media Posts and Ads

- **Suggested run time:** one post per week keeps your social media page(s) active
- Interested in boosting a post on Facebook?
 - All our posts are designed to meet Facebook advertising guidelines. Boosting a post is a great way to get your name out for costs as low as \$20 per week.
 - **For Co-op:** Screen shot of ad, URL of ad placement, and destination link
 - Go to www.facebook.com/business/help to learn how to boost a post

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What You Need to Know



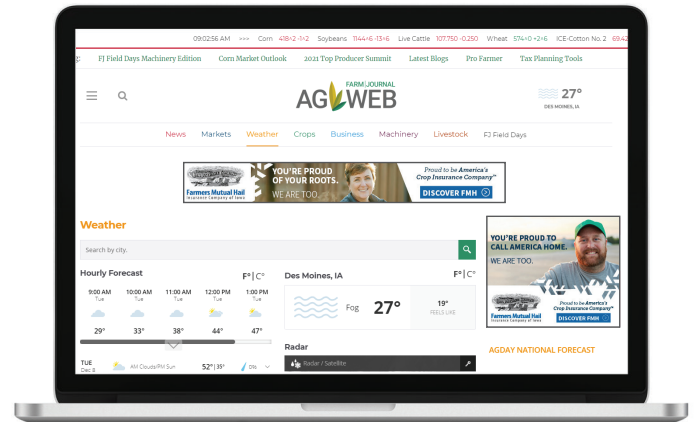
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Bonus FMH Advertising at No Cost to You

FMH has your back with digital ads in YOUR AREA.

FMH will be running digital ads on web and social media that has a similar look and feel to the 2021 agent marketing package materials from January through March. We've used geo-targeting to focus these ads in your agency's county.

This means that producers in YOUR AREA will see cohesive ads online, in print, on the radio, and even in their mailbox, depending on what ad options you choose. This creates a robust and well-rounded campaign that piques interest right when they're thinking about crop insurance.



FMH CO-OP ADVERTISING REIMBURSEMENT PROGRAM

Did you know FMH can reimburse you up to half the cost of your ad?

Learn more about our Co-op Advertising Program on the FMH Agent Resource Center!



www.fmh.com/agent-resources/marketing/co-op-advertising