



PMU

PLEASURE CRAFT BROKER TOOLKIT FOR SOCIAL MEDIA MARKETING

PREPARED BY

**PACIFIC MARINE
UNDERWRITERS
MARKETING TEAM**

www.pacificmarine.ca



About 35% of Canadians (9.4 million people) participate in boating and there is an estimated 8.6 million recreational boats in Canada. Do you have a piece of this revenue generating market?

Pacific Marine Underwriting Managers Ltd, (PMU) has an extensive suite of pleasure craft insurance products. As a valued boat insurance broker, we can provide you with a suite of marketing tools to help you promote and build your book of business in the pleasure craft market.

WHAT IS A BROKER TOOL KIT?

PMU will co-brand digital marketing resources for you to use on your website and in social media platforms such as Facebook, Instagram, LinkedIn, Twitter and YouTube.

HOW DO I SIGN UP FOR A BROKER MARKETING KIT?

It is easy. If you are not already a broker partner, sign up to become a partner and join over 700 brokers across Canada. (link to form) Your key staff will need to participate in a digital broker training session. This is a one hour commitment and in some provinces qualifies for licensing credits.

HOW MUCH DOES IT COST?

Once you register to be a broker partner, agree to make PMU your primary pleasure craft underwriter and add a link to PMU website, on your website, the tool kit is free.

[Sign up to be a broker partner.](#) We will issue your broker code within one business day.

WILL MY COMPETITORS HAVE THE SAME TOOL KIT?

We are discerning in our partnerships. If you have a competitor within 50 kms of your primary location we will ensure that the tool kits are unique.

HOW CAN I USE THE DIGITAL CREATIVES?

You can use the creatives organically in social media, or print, or use them in your own paid advertising campaigns. PMU does not pay for the advertising media buys, but we can advise you on the target market parameters for the demographic and geographic target market best suited to your location.



Creative Samples

WHAT IS INCLUDED?

PMU will provide branded creatives for a digital marketing campaigns for up to 4 PMU products including Express, Navipro Fisherman's Trophy, Ride the Wave, In Toon & Sealuxe. Our tool kit does not have a cash value.

CREATIVE	FOR	BENEFIT TO BROKER	FREQUENCY	IN KIND VALUE
Insurance documentation	Used for applications, quotes and dec. pages	Specifically branded to build brand awareness and show a level of exclusivity.	NA	\$300
Facebook & Instagram or Twitter creatives*	Organic or paid posts	Organic helps to put your brand in front of your 800+followers in Facebook. Boosted and paid ads can be geared specific target and geographic markets.	16 total* (choose which medium or mix and match). 2 x week for 8 weeks.	\$3200
Branded typography video	Website, You Tube, Facebook and other social media sites.	Typography brand videos are essential for digital ads. Viewers can watch and retain details of the ad without audio. Video is 6x more effective than text, they are shared more frequently and keep visitors on page longer. YouTube is the second largest search engine.	One 90-120 second branded typography video. 1 x 1920 x 1080p H.264 MP4 Digital file including licensed music in-video.	\$2500**
Postcards	Community events and cross selling opportunities	One branded postcard that can be included in an outgoing mail, used in community events, drop off opportunities. Provides a high quality visual to showcase a new product.	One two-sided print ready file for one product: ie Navipro	\$400***
TOTAL VALUE				\$6400

*Media advertising management is not included but can be negotiated.

**Includes preproduction, storyboard, scripting, review, editing and one revision.

***Postcard does not include printing costs. But we can arrange for low-cost printing that will be rebilled to client.