

Dear Valued Agent,

Auto-Owners Insurance is committed to your agency's success. As part of that commitment, Auto-Owners has partnered with STEPS to provide an affordable solution for building your online presence.

STEPS has developed and implemented a proven program that has helped over a thousand Auto-Owners independent agencies over the past six years. With over 90% of insurance sales today beginning with an internet search, it is crucial to have your website prominently displayed throughout your service area.

In the following we will show you why The STEPS Program is such a great value, how we can help increase your business, and why we are the most cost-effective solution on the market. Thank you for taking the time to learn about STEPS.

Regards,

STEPS

WHAT WE DO, HOW WE CAN HELP, AND WHAT YOU COULD SAVE:

STEPS (Search Technology & Enhanced Placement Solution) is an online marketing program specifically designed for independent insurance producers. In this brochure you will discover what we do and the cost savings toward your marketing budget. Call a STEPS expert today at (901) 308-6015 to learn more!

Key Program Features:

 **Responsive Website Design & Support**

An informative website researched and designed specifically for the insurance industry. A responsive site designed to align with Google's preferences that will look better and rank higher across all devices. The typical cost to build and support a website generally ranges from \$1000-\$2500 and support is an additional monthly fee. *This is all included with the STEPS Program through Auto-Owners!*

"Our agency enrolled in your STEPS program last year. Our old website wasn't very effective or attractive, so we thought it was time to update it. We LOVE our new website. STEPS had everything up and running in no time and everything looks really great. Thank you for bringing us out of the dark ages, you worked a miracle!"

Let our team design something for you.

 **Unlimited Edits & Revisions to Website**

With many other website programs, agents would be limited to a certain number of changes per year or would have to pay for each edit or revision. Our team works to help build your agency without the typical 'nickel and dime' approach designed to make money at every turn. The alternative is usually a per hour charge for changes to your website of \$50 per hour (minimum charge of 3 hours). If updates and changes are made to your website only 3 times per year that's an additional \$450 expense or more! *This is all included with the STEPS Program through Auto-Owners!*



"This letter is to rave about STEPS and our representative Joy! I have been working with Joy for about a year now; she is always prompt, friendly, and very professional. Through each addition, deletion, and change our agency has been nothing but pleased!"

 **Business Class Email Hosting**

Email hosting with 25GB mailboxes including premium spam and virus protection – all on your domain. What do most competitors charge for this? A \$20 per month management fee plus a charge of \$3 per email address per month. If an agency has 7 email accounts, then that is an expense of \$41 per month or \$492 per year. *This is all included with the STEPS Program through Auto-Owners!*



Domain & DNS Management

STEPS will manage your domain, maintain your DNS as well cover costs associated with your domain's renewal. These annual fees typically run around \$160-\$200 annually. *This is all included with the STEPS Program through Auto-Owners!*



HTTPS with Secure Socket Layer (SSL)

Your new STEPS site will include an SSL, which provides protection, promotes your site's ranking in search engines like Google, and enhances your reputation by having a trustworthy site. The main purpose of an SSL certificate is to provide a layer of protection between your customer and your website. Your site's SSL shields the data that passes between your customer's web browser and your agency's website. *This is all included with the STEPS Program through Auto-Owners!*



Your Agency Listing with 75+ Directories and Duplicate Listing Suppression

Online listings in directories such as Yelp, Dexknows, Yellowbook, and Foursquare, will help increase your online presence as well as boost your organic ranking. A CRUCIAL component of optimization is suppressing duplicate listings. Suppressing multiple incorrect listings has become so important to Google page rankings that many new companies have emerged which handle duplicate suppression exclusively. There is absolutely no way to achieve peak Google rankings without duplicate suppression. Depending on how good these specialized companies are with addressing this issue, the price can range from \$30-\$70 per month (\$360-\$840 per year). *This is all included with the STEPS Program through Auto-Owners!*



Google Paid Ad Campaign

A presence on Google's paid advertising network. As a Google Certified Partner, STEPS will create a campaign specific to your agency. Keywords will focus on your agency's services and ads will be targeted to buyers in your area. *This is all included with the STEPS Program through Auto-Owners!*

"I've worked with and watched our results prior to the STEPS program, and it was nominal at best. I've checked several times in the past few weeks and we're always either #1 or in the top three results returned. It's very encouraging to see and the program is a nice value."



Search Engine Optimization Management

SEO management is a process used to increase the number of visitors to your website by making your site easy to find and categorize. This results in high-ranking placement in online search engines. This is an ongoing process as optimal search formulas are always changing. As a Google Certified Partner, we are one of the first to adjust to any changes or revisions affecting SEO campaigns. The competition is all over the map for these kinds of charges and the cost varies widely. The most important thing to keep in mind is the performance of the optimization and none are beating STEPS for the combination of cost and performance. That is your advantage as an Auto-Owners Insurance agency! *This is all included with the STEPS Program through Auto-Owners!*



Online Map Listings

Creating, completing, or claiming your agency's online map listings is a vital step for your agency, and an often-missed opportunity. Map listings are one of the most overlooked and BIGGEST OPPORTUNITIES for insurance agencies. Our professionals will assist you in claiming your map listings on Google, Bing, and Yahoo. *This is all included with the STEPS Program through Auto-Owners!*

"The STEPS team has been an amazing help to us and have gone out of their way to make sure we are taken care of. When we have a question, it is always answered quickly, and they always give us options for how to resolve an issue. We had trouble before getting on our feet when it came to an online presence and when we decided to go with them it made it simple. When we used to spend hours, every week dealing with different companies and trying to build our online presence we now can focus on our clients more. I cannot say enough how happy we are with our experience."



Real Time Dashboard with Customer Review Management & Notification

A centralized hub to manage online facts consumers seek about your agency – from hours to parking. Review management helps generate authentic reviews directly from your customers. *This is all included with the STEPS Program through Auto-Owners!*



Personalized Customer Service

As you will read, this is one of the most important components of the STEPS program. You are not a number with STEPS. Consultations, issues, and changes are handled timely and directly via phone or email. *This is all included with the STEPS Program through Auto-Owners!*



"It's always nice to have someone answer the phone and be able to help with any issues or changes, whether it is our website, email, or general questions. We don't get an answering machine; we get a real person to speak too!"

THE BOTTOM LINE...

These necessary tools could normally cost your agency between \$400-\$600 per month. By participating in the STEPS program you are able to use your Auto-Owners co-op budget bringing your out-of-pocket cost to only \$125 per month. That's an annual average savings of \$3300-\$5700. You won't find these savings anywhere else!

STEPS has a record of promoting agencies like yours. Our core goal is to offer the resources you need to thrive online while providing a truly customer-focused experience.

Please call (901) 308-6015 today and let us explain why the STEPS program is the best value and most effective program designed specifically for independent insurance agencies.

STEPS PROGRAM | BILLING AUTHORIZATION

PROGRAM FEATURES:

- Website Design & Support
- Mobile Responsive Website
- Website Reporting
- Unlimited Edits & Revisions to Website
- Business Class Email Hosting
- Domain & DNS Management
- Google Paid Ad Campaign
- Paid Search Reports
- Google Analytics Setup
- Search Engine Optimization Management
- SSL Secured Sites
- Your Agency Listing with 75+ Directories
- Creating, Completing or Claiming Agency's Map Listings (Google, Yahoo, Bing)
- Creating or Completing Social Media Pages
- Real Time Dashboard
- Duplicate Listing Suppression
- Custom Quote Forms
- Customer Review Management & Notification

PROGRAM COST:

Total program cost: \$250/mo.

Reduces co-op budget: \$125/mo.

Agency out-of-pocket expense: \$125/mo.

Yes, I would like to sign up for the STEPS Program

Please complete the information below and fax this form to: **1-888-221-9149**. You will be contacted by a STEPS representative who will answer any questions you have and help you get started with the STEPS Program. Your timely response to providing information will ensure faster delivery of service.

Agency Code _____ - _____ - 00

Agency Name _____

Contact Name _____

Contact Phone Number _____

Contact Email _____

Agency Website _____

By signing this authorization form, you authorize Auto-Owners Insurance to bill your monthly agency bill statement a recurring charge of \$125.00/mo. to cover the out-of-pocket expense for this program. Please note: Billing will start immediately while STEPS builds your program. Your co-op budget will be reduced one-time annually for the budget portion due. In the event that there is a shortage of co-op budget dollars, the remaining amount will be charged to your monthly agency bill statement in a separate charge. The maximum amount you could be charged for this program would be \$3,000 annually.

Signature _____