

Member Testimonials Regarding Target Programs

“At Professional Program Insurance Brokerage we appreciate the qualified warm leads we get from our Target Programs E-blasts. We have enjoyed success with the e-blasts, online Outlet Centers, marketing contacts and education opportunities that Target Markets provide. Their level of service is GOLD. “

Jennifer Schoenthal, Senior Underwriter Professional Program Insurance Brokerage

“Working with Target Markets has been an easy, exciting and beneficial venture for our agency. Email communication through Target Markets has provided ISA with some great new relationships and opportunities. Thanks so much for providing an excellent service and promoting a level of trust in the programs featured by your association. We are always looking forward to the next promotion and new targeted lead generation. “

Sara Ruggiero, Irwin Siegel Agency, Inc.

“We have been using Target Programs since its initiation. It has become our most successful venue for directing new producers to our products.”

Marvin McDougal, Automotive Risk Management Insurance Services, Inc.

“As a program administrator, we have had tremendous success connecting with agents and marketing our programs through Target Programs. The Monday blasts are a great tool. We quickly contact the agencies interested in our programs and provide additional marketing information. Target Programs puts our agency in front of interested agents! “

Ms. Bobbie Simpson, Sports & Fitness Insurance Corporation

"Our agency started with Target Programs 5 months ago. In that short time, Target Programs has directed 76 **new** agents our way. That's 76 agents that want to know more about our specific programs. Not bad!

Ms. A.J. Brown, Marketing Manager - Britt/Paulk Insurance Agency, Inc.

“We have sent 3 email blasts to the Target Programs list and had the best return from them over any other list or advertising.”

C.T. Kelly, CIC Insurance Brokers, Inc.

“The Target Programs web-site has given me access to agents who are looking for coverage. Even if the agency’s specific risk does not fit our program, I am able to call and tell them what we have to offer. The bottom line, I have written business through the leads I get from the Target Programs web-site.”

Karen Trudel, GMI Insurance Services COO

“As a program administrator the Target Markets website gives us the capabilities to present our products to retail agents on a national level and generate opportunities we may not have had elsewhere.”

Richard Marburg, Chief Operating Officer - Insurance Innovators, Inc

“Target Programs has given us an efficient, low cost method to reach agents we wouldn’t otherwise have access to. It’s an excellent tool to use in conjunction with our own web based marketing efforts.”

Eric Walseth, Church Underwriters

“We’ve been impressed by the job that you do for us. Target Programs has really proven valuable for NIP Programs and we’ll definitely be on board next year.

Adam Robinson, Vice President of Marketing - NIP Group, Inc.

“Maritime General Agency has been using Target Programs for 3 years. Their e-mail blasts continuously drive qualified leads to us. I can certainly quantify the ROI based on business written from these leads.”

Damon Pesce, Marketing Manager - Maritime General Agency