

FI Launches Agency Marketing Support in iBIS

Frankenmuth Insurance is pleased to announce the launch of a new “Agency Marketing Support” section in iBIS, which provides a host of marketing resources for our Agency Partners, including:

- **Marketing Tips:** This will serve as an archive for our Marketing Tip series — a monthly feature on the Agency Blog — which provides quick, useful tips about agency marketing. Download PDFs to review yourself or send to others in your agency.
- **Co-op:** Find information about our cooperative advertising program, including reimbursement amounts, sample ads, radio scripts and a quick reference guide.
- **Facebook cover photos:** Need a cover image for your agency’s Facebook page? FI has created co-branded images with our new branding chat bubble that works with your profile pic to create a call to action: “Let’s have a frank conversation.”
- **Logos:** As many of you know, we’ve updated our branding — complete with a new logo. Please utilize this Marketing Tab to download the newest version of the logo. It’s also a good time to look at your website and communications to policyholders to make sure you are using the new logo. Within the tab, we’ve provided gray scale and color versions for digital and print use.

To access Agency Marketing Support within iBIS, click on the Resources tab on iBIS homepage and select “Marketing Materials.” Once there, click on “Agency Marketing Support” in the lower right corner.

Frankenmuth Insurance wants to help our Agency Partners in their marketing efforts, and we will continue to update this section with new items to support your needs.

We want to hear from you! Let us know what you think of Agency Marketing Support in iBIS and tell us if there any other items you’d like to see added. Post a comment below or send an email to marketing@fmins.com.