

Marketing Tips: How to Use Co-Op Video



It's no surprise. Video is on the rise.

That's why at Frankenmuth Insurance, we work hard to create high quality, award-winning videos — videos that have a relatable message for any potential policyholder.

It's also why we offer our brand videos, like [“Sunrise”](#) and [“Goodnight Boss,”](#) to our agencies across the region ... including yours.

For a small fee, you can add your agency's logo to the end of our videos, which will help boost your brand awareness.

Then, you can consider:

1. **Hosting them on your website.** Do you have a fully-functioning website? If so, you could easily add videos to it. Whether you feature a video on the home page or an interior page, it'll serve as a very visual way to reach potential policyholders. And as an added bonus, this also comes at no cost to you.
2. **Sharing them on Facebook, Twitter and YouTube.** The easiest way to use tagged video? Simply post a status update, send a tweet or upload a video (or do all three!). It's completely free, and it only takes a few minutes. Or, if you'd rather, you can even run a paid ad on social media.
3. **Running a digital advertising campaign.** With a co-op video, you can run a digital ad to promote your agency across the web and reach your exact audience. For your first campaign, try [Google Display](#). There's no minimum spend. You can serve the ads yourself. And you can see which sites are performing well.
4. **Running them on cable.** If you're an agency with a bigger advertising budget, cable commercials are a great option. Cable still has a very broad reach, and it's one of the top tactics for raising awareness. In fact, according to Nielsen @Plan, 67% of our target audience watched cable in the past week. And with our videos already created, you can have your logo added and be on air in just a few weeks, reaching thousands of homes throughout your city.

Ready to take advantage? Contact us at marketing@fmins.com