

Marketing Tips: The Best Consumer Blog Posts of 2017



At Frankenmuth Insurance, we've built our brand on the idea that insurance should be the last thing on someone's mind ... because it's the first thing on ours.

So, to help people of all ages, all across the country, our team has been busy crafting content for our website that's helpful, informative and tactical. Some topics relate directly to insurance products we offer while others are just helpful reminders and ways to keep our policyholders safe. After all, we offer more than just insurance – we hope to bring peace of mind.

With posts appearing almost weekly, our consumer-facing blog is growing. And so is our audience. Throughout 2017, which topics did our readers find most interesting? Take a peek at our most popular blog posts below, and then consider sharing them with your customers:

[6 ways to keep your kids entertained on a road trip.](#) With a little imagination and preparation, families can have better vacations.

[Retiring? 6 insurance questions to ask yourself.](#) Just like life, insurance coverage can change – especially for someone who has recently retired.

[5 misconceptions about who needs life insurance.](#) Life Insurance Awareness Month marked the perfect milestone to share the reasons people think they don't need life insurance – and why they should think again.

[How to be a better passenger.](#) Riding, not driving? We reminded passengers to follow the most important rules.

[8 occasions to review your commercial insurance coverage.](#) Every year, business owners renew their insurance. But, when should they review it?

[How to do a home inventory.](#) Most people wouldn't be able to remember every item that's in their house. And that's why a home inventory can come in handy.

[8 ways to avoid distracted driving.](#) What exactly is distracted driving? Who's doing it? And how can they avoid it? We gave readers eight tips to help them minimize distractions.

[Divorce and insurance: 7 things to consider.](#) After a divorce, insurance is likely the last thing on someone's mind. But when they're ready, there are a few important steps to take.

[How to make your retail store safer.](#) For retail stores everywhere, we turned our blog into a one-stop safety shop.

[Buying a home? 22 red flags you could find.](#) No matter how perfect a home looks, house hunters should still look for flaws. Especially these ones.

[The most common dashboard icons — defined.](#) When drivers see a warning light, they don't always know what it means or what they should do about it. And that's where we come in.

[17 safety tips for office spaces.](#) Our goal? To help office owners and their staff work without worry.

[Keep these 6 receipts to make insurance claims easier.](#) When the worst happens to a home, how can a person prove how much they've lost?

[The Safe Driving Agreement \(Printable\).](#) For parents with teen drivers, a printable pledge could help keep their kids as safe as possible.

To see all the blogs from 2017, visit fmins.com/blog, and stay tuned to see what topics we still have in store.