

Marketing Tips Year in Review: The 16 Best Blog Posts of 2016



In case you missed it, this year marked a big milestone for Frankenmuth Insurance: It's the year we officially launched our consumer-facing blog. Meant to educate and engage people (current policyholders or potential ones) across the region, it's filled with all kinds of informative (but, not boring) content.

As the year comes to a close, we're rewinding and reviewing which blog posts had the most readers. Which topics got people talking? Which areas were especially of interest?

Whether you're seeing them again or for the first time, take a look some of our most popular blog posts from 2016 and consider sharing them with your customers:

[8 things to consider before you start your own business.](#) Starting a business can be exciting, but it can also be a bit overwhelming. Before taking the steps to entrepreneurship, we invited readers to take some advice from our team.

[7 things to do after you say "I do."](#) From invitations to venues and centerpieces to menus, a wedding brings a lot of details to pay attention to. But ... insurance isn't usually one of them.

[7 electronics to unplug during a storm.](#) When a storm is in route, which devices are at risk?

[Ask the Experts: Why is the cost of my car insurance increasing?](#) Consumers had questions about the Michigan Catastrophic Claims Association, so we called in a few of our experts.

[19 safety tips for your teen driver.](#) Did you know half of all teenagers will be involved in a car accident before they graduate from high school? For parents who are preparing their teen to take on the roads, we offered tips to help them become the safest driver they can be.

[9 ways to save on workers' compensation insurance.](#) When it comes down to it, the easiest way to save on workers' compensation insurance is to never use it—which is why we gave nine ways to stay safe.

[13 ways to get your home ready for spring.](#) Winter was out, and spring was in. To make sure homes were ready for the season to start, we provided a list of spring maintenance tasks that usually need tackling.

[Life Insurance 101.](#) What is life insurance, and why do people need it? To stress the importance and answer some of the most common questions, we talked in-depth about a topic most people don't ever want to think about.

[9 tips for creating a secure password.](#) Frankly speaking, the safest passwords are the ones you can never remember. But, what makes a password strong? What combination of characters can keep your information secure? Find out.

[The Complete Checklist for Winterizing Your Boat.](#) Through freezing temperatures and fearful weather, winter can wreak havoc, but not if a boat is properly protected.

[14 things you should keep in your car.](#) When the unexpected happens to someone while they're on the road, will they have everything they need? We made it our mission to make sure they're prepared.

[Mortgage 101: Tips for first-time home buyers.](#) A house is usually the biggest purchase people ever make, and there's quite a process before they can call it their own. Where should they start? We've got them covered.

[15 industrial safety tips to abide by.](#) Mining? Manufacturing? Making energy? Whatever it is, we've got tips.

[7 tips to keep your personal information protected.](#) With the increase in information that's exchanged over the

internet comes an increase in cybercrimes—because they’ve become increasingly easy to commit.

[What to expect after filing a major home insurance claim.](#) When the worst happens, you want the process to be fast and easy. To make it easier to understand, we gave readers a step-by-step guide.

[Does your small business need employment-related liability insurance?](#) While most people know they need standard commercial insurance, there are additional add-ons worth considering. Think commercial auto. Think workers’ compensation. Think cyber coverage. Think EPLI?

To see all the blogs from 2016, visit **fmins.com/blog**, and stay tuned to see what titles 2017 will bring.