



IAMS

Insurance  
Agency  
Marketing  
Services, Inc.

CREATIVE | PORTFOLIO

# Creative Team



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# Introduction

Here at IAMS, everything we do is completed at a high standard with the producer in mind; our Creative Department is one example of this excellence. Our team of marketing professionals work on the front line of your branding efforts as they work alongside your Sales Directors to maximize your production opportunities.

We provide the same level of service as an independent advertising agency to our agents. From print to digital, our Creative Team is ready and able to assist with all your marketing needs. We always put our best foot forward to ensure your marketing campaigns achieve the desired results and they position your business for future growth.



## Agent Work

Your brand identity is the foundation of your marketing efforts. Because of that, we pay close attention to help develop your dream. Business cards, informational client-facing documents, websites and much more all begin with your brand. Our marketing experts craft materials you can utilize in all aspects of your advertising efforts – on and offline. The only limit to what we can do is your imagination.



## CUSTOM LOGOS

We work directly with you to gain a full understanding about your ideas and concepts, while learning about your company at the same time. Developing a logo is the first step to developing your unique brand identity.



**TIMOTHY DeMAY**  
FINANCIAL SOLUTIONS



**Robbins**  
FAMILY INSURANCE

**WalkerGroup**<sup>TM</sup>  
FINANCIAL SERVICES



**UNIFIRST**  
FINANCIAL



**Brantley Cooper**  
**Advisors, LLC**  
*Balanced Money ~ Balanced Life*



## COMPLETE BRANDING PACKAGE



**Brantley Cooper  
Advisors, LLC**  
*Balanced Money -- Balanced Life*

**Keith Bidne** LUTCF  
Brantley Cooper Advisors

1234 Street Address, City, ST 12345

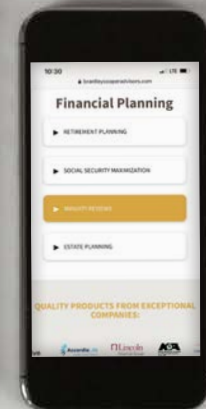
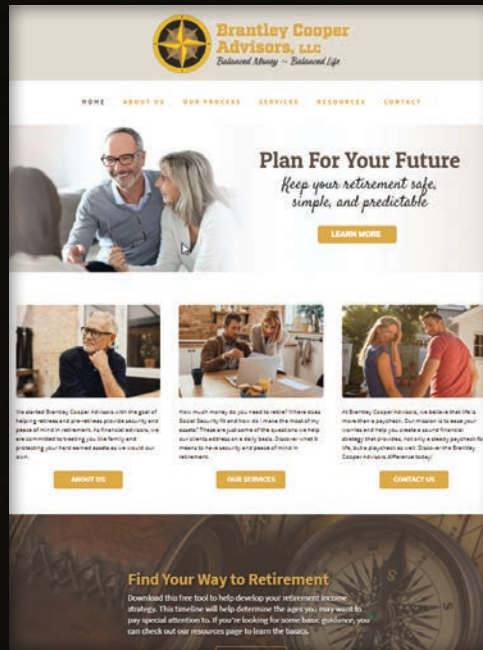
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**Brantley Cooper  
Advisors, LLC**  
*Balanced Money -- Balanced Life*  
1234 Street Address  
City, ST 12345



**Brantley Cooper  
Advisors, LLC**  
*Balanced Money -- Balanced Life*



## COMPLETE BRANDING PACKAGE







## SEMINAR/EVENT PLANNING

- Digital Ad Campaigns
- Social Media Marketing
- Direct Mail



Custom Website Design



Facebook Promo



Facebook Event Promo



## MAXIMIZE YOUR SOCIAL SECURITY INCOME

New Laws Could Potentially Cost Individuals Thousands of Dollars in Lost Social Security Benefits!

You are cordially invited to attend our Complimentary Educational Class to discuss ways to potentially increase your Social Security benefits. Seating is limited and will fill up quickly, so guarantee your reservations today by calling **800-549-6716**.

The decision you make regarding how and when to claim your Social Security benefits will be among the most complex and largest financial decisions you will make in your lifetime, and now being informed has become more important than ever! Being aware of new rules included in new legislation that impose time and age restrictions could potentially save you thousands of dollars in lost benefits! Learn what you need to know prior to applying for social security!

### PLAN WELL, LIVE WELL, RETIRE WELL!

Please join your host, Scott Walker, President of Walker Group, Inc., for this very informative educational workshop. Designed specifically for those at or near retirement and unclear on their available options, this enlightening discussion will provide insightful information on how to avoid some very common mistakes people make in electing Social Security benefits. This is your opportunity to learn how sometimes it's not what you know, but what you don't know that could potentially hurt you!

#### DISCUSSION HIGHLIGHTS INCLUDE:

- What you need to know to maximize your Social Security Benefits.
- How your decisions can impact your spouse and other beneficiaries.
- Strategies to take advantage of spousal benefits, survivor benefits, divorced-spouse benefits, divorced-spouse survivor benefits.
- Ways that working can affect your benefits.
- How does Social Security impact your retirement income.

Receive a FREE personalized Social Security strategic report!

**Sedgwick County Extension Education Center Meadowlark Room**  
7001 West 21st North | Wichita, KS

**TUESDAY, FEBRUARY 5<sup>TH</sup> AT 6:00 PM**

OR

**TUESDAY, FEBRUARY 12<sup>TH</sup> AT 6:00 PM**

Seating is limited and reservations are required!

Call Today to Guarantee Your Reservation:

**800-549-6716**

(If married, spouses are urged to attend!)

**WalkerGroup**  
FINANCIAL SERVICES

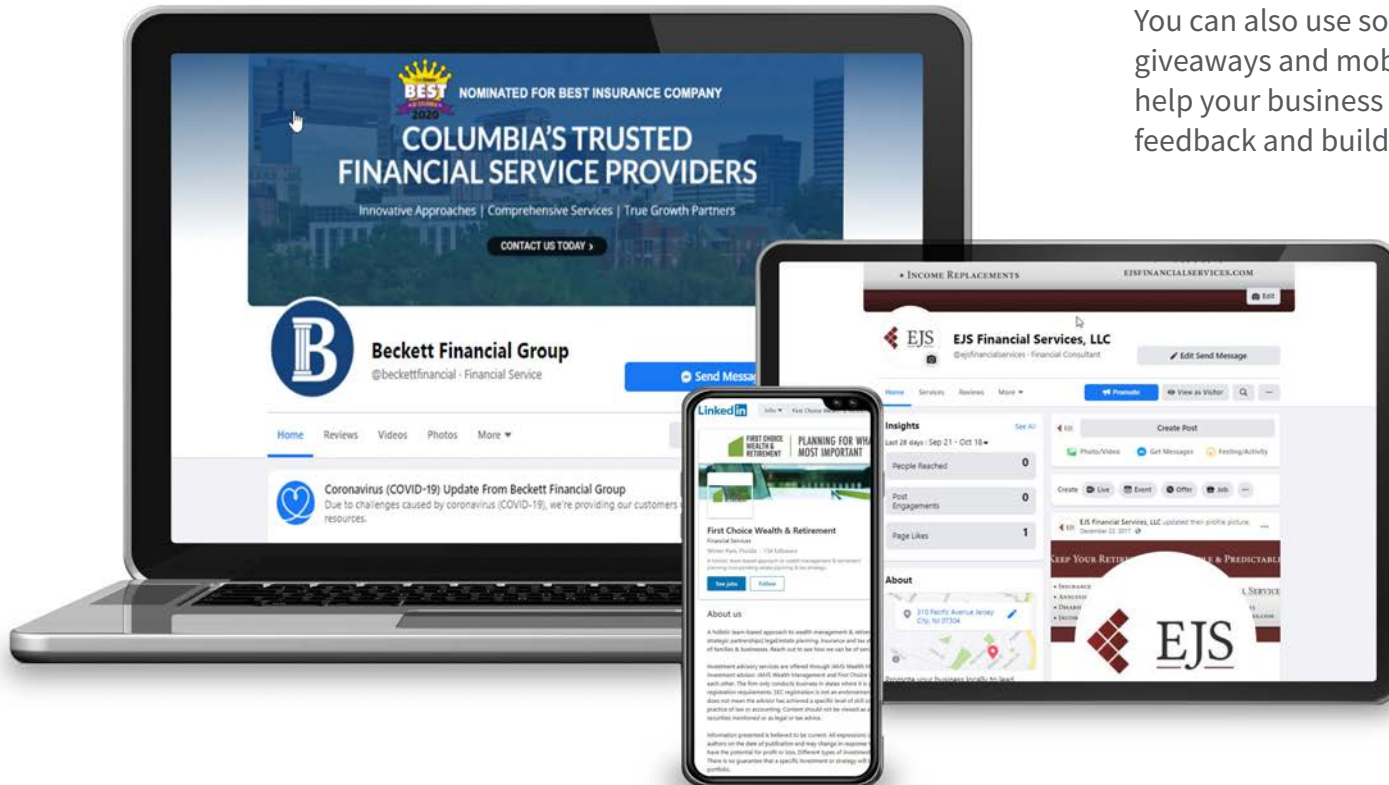
Not affiliated or endorsed by the Social Security Administration, any Government Agency, HHS or Sedgwick County. Investment Advisory Services offered through IAMIS Wealth Management, an SEC registered investment advisor. Walker Group and IAMIS Wealth Management are independent of each other.

Event Mailer (Top: Outside, Bottom: Inside)

## SOCIAL MEDIA MARKETING

Social media can help you engage with your customers and find out what people are saying about your business. You can also use social media for advertising, promotional giveaways and mobile applications. Social media can help your business to: attract customers, get customer feedback and build customer loyalty.

- Facebook
- LinkedIn
- Twitter
- YouTube



# Retirement Plan Change?

## WE CAN HELP

**GFT WEALTH STRATEGIES**  
it's about your life, not just your money



## Get The Medicare Coverage You Deserve



**Free help during the Medicare Annual Election Period.**  
Call 803-939-4848 or visit [beckettfinancialgroup.com](http://beckettfinancialgroup.com)



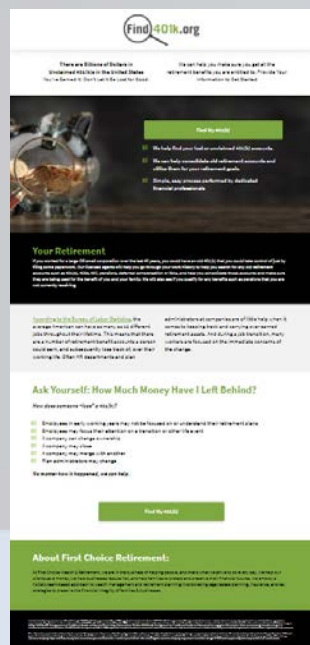
## Over \$112 BILLION of Life Insurance Coverage Lapses Each Year.

### Is Your Policy Next?



**UNIVERSAL LIFE INSURANCE CHECK**  
212-573-5548





## ONLINE LEAD GENERATION PROGRAMS

We design our digital properties with one thing in mind: lead generation. By following industry best practices, creative-know-how, and insights learned from years of experience, we turn your website and landing pages into powerful lead generators. We employ two main categories of lead generation: passive and direct.

### Passive strategies include:

- Intuitive and user-friendly designs
- Calls to action throughout pages
- SEO-rich content

### Direct strategies include:

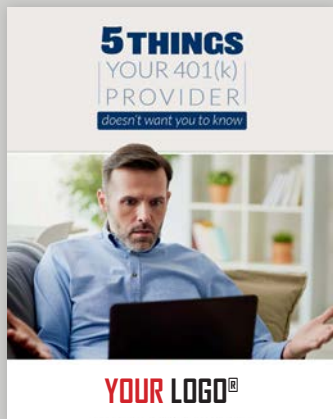
- Email marketing routing to a link or form
- Display ads and posts (social media)
- Consumer-facing giveaways (guides, whitepapers)



## TURNKEY MARKETING MATERIALS

While we do a lot of custom design work, we also have a wide range of turnkey package collections that include items selected to complement each other perfectly. These packages have been professionally designed in advance by our highly experienced designers, taking the stress out of having something custom made.

- Branded for your company
- Ready to use
- Professionally designed
- Engaging content





## Contact Us

Connect with us and improve your marketing efforts.  
Find out how we can help you expand your business  
and grow your brand at **[iamsinc.com/creative-solutions](https://iamsinc.com/creative-solutions)**  
or call your Sales Director at **800-255-5055**.



**Insurance Agency Marketing Services, Inc.**

P: (800) 255.5055 | [www.iamsinc.com](http://www.iamsinc.com) | F: (402) 330.7296