

Alternative Markets – Program Marketing Services

Alternative Markets offers its agency partners valuable resources to help promote their programs and increase sales. Each agency partner should work with their respective Relationship Manager to develop an annual Marketing Plan that will identify which services will be utilized and how expenses will be allocated. Please note that all design services that involve co-branding are provided at no cost to the agent. Related costs for production, materials, mailing, etc. must be contemplated within each program's annual Marketing Plan. Relationship Managers will act as the liaison for any marketing requests involving Great American's Corporate Marketing & Branding Department.

Menu of Available Services

Print

- Marketing kits/brochures
- Advertisements (trade/sponsorship)
- Banners/displays
- Postcards/direct mail pieces
- Posters
- Pocket folders

Digital/Web

- Email marketing
- GAIG logo requests
- Marketing materials converted to interactive PDFs
- Online advertising

Other

- Radio/video scripting
- Press releases
- Promotional items
- Social media
- Legal review

Contacts

For more information, or to discuss your Marketing Plan, contact your Relationship Manager:

Hugh MacWilliam

(315) 445-3940

hmacwilliam@gaig.com

Jeff Henke

(513) 412-4651

jhenke@gaig.com

Tom Colosi

(860) 683-4751

tcolosi@gaig.com

Jay Bombard

(860) 683-4748

jbombard@gaig.com

Robyn Rider

(513) 369-5628

rrider@gaig.com

