

Target Marketing Program

Designed to help your agency increase commercial lines premium volume, expand your name recognition, and enter new market classes targeted by Merchants.

Choose your level of participation:

Prospecting lists provided by Merchants

- Receive a list of prospects based on classes and territories specified by you.
- Detailed information on each prospect to aid in direct mail or telemarketing campaigns.
- Availability of co-branded materials, mailing labels, sample form letters.
- This service is provided at no cost to you!

Lead Generation Program through Option1 Marketing Group (enrollment fee waived for all Merchants agents)



Start here: Warm Leads

- Receive pre-qualified x-date lead sheets for accounts in Merchants' appetite.
- Insurance-trained callers do the work for you.
- The leads are exclusively yours – no sharing or reselling of leads.
- Easy "Pay As You Go" process; cost of \$17 per lead.



Progress here: Appointments, set from the "Warm Leads" program

- Receive pre-qualified face-to-face appointments with an interested decision maker.
- Appointments are set 2-4 months before policy expiration.
- Easy "Pay As You Go" process; cost of \$90 per appointment.

For more information, please contact your Merchants' Regional Vice President, Territory Manager or our Corporate Target Marketing Coordinator Lauren Clauss at 800-462-1077, ext. 3047.