

Marketing Communications Plan: Wholesale Jewelers Target Market

Plan Overview

This marketing-communications plan delineates specific marketing activities and deliverables aimed at accelerating Jewelers Mutual's pursuit of its Commercial Lines (CL) objective to increase penetration in the wholesale-jeweler market segment.

Goals and Objectives

The CL Division seeks to achieve an increase in wholesale-jeweler new business accounts by a margin of 50 greater than the number of wholesaler new business accounts that JM added to its book last year. The numbers break down as follows:

- ▶ Wholesale new business accounts added in 2014 133
- ▶ Target for 2015 183
- ▶ Wholesale new business added through 3/31/2015 34
- ▶ Percent to goal 18.58%

Averaged over 12 months, the current percent-to-goal figure indicates lagging performance, as the average quarterly performance should be 25%. However, Jewelers Mutual historically experiences slower new-business growth in the first quarter of the year, with peaks of activity typically occurring in summer and early fall. Accordingly, the opportunity exists to make up lost ground and accomplish the goal of adding 183 wholesaler new business accounts by year's end.

Audiences and Key Messages

- ▶ **JM employees (CL Underwriting, Loss Prevention, CL Claims, RSMs)**
Messages to this audience will ...
 - ▶ Reinforce JM's focus on new business growth in this segment.
 - ▶ Provide instruction on using the targeted messages below.

- ▶ **JM agents and brokers**
Messages to this audience will ...
 - ▶ Reinforce JM's focus on growing its market share in this target segment.
 - ▶ Direct agents to resources to help them sell JM to wholesale jewelers.
- ▶ **CL wholesale prospects**
Messages to this audience will ...
 - ▶ Demonstrate that JM understands the unique requirements of the wholesale jewelry business, as evidenced by the thousands of wholesale operations that JM has protected for decades.
 - ▶ Highlight JM's flexible approach to customizing insurance protection for wholesale operations. Using terms the audience will understand, explain that JM uses manuscript underwriting, endorsements, and exclusions to tailor policies to the specific needs of wholesale operations.
 - ▶ Call wholesalers' attention to JM's higher limits of coverage for workmanship and mysterious disappearance endorsements.
 - ▶ Call wholesaler's attention to JM's expansion of allowable travel territories, including to overseas destinations.
 - ▶ Include references, almost as an aside, to JM's use of replacement cost (with certain restrictions) in calculating claim payments.
 - ▶ Include information on inventory management and record keeping tailored for wholesalers.
 - ▶ Present tailored loss prevention guidance to wholesale operations.
 - ▶ Present new value propositions promoting a no-claims bonus or loss-free renewal credit.
 - ▶ Focus on Jewelers Mutual's excellent reputation for handling claims efficiently and fairly.
 - ▶ Reinforce Jewelers Mutual's financial strength and wherewithal to pay claims, including those of high magnitude.

Schedule of Deliverables

Note on success measurements: The overriding KPIs for all of these marketing efforts are the wholesale new business policy count and the percent-to-goal measurement of progress toward the objective of adding 183 wholesaler new business policies to the book by year's end. Any additional performance metrics for a particular deliverable will be mentioned in the "Description" column below.

Done	Deliverables	Audience	Description	SME	Resp.	Date(s)
✓	INSTORE Informer e-bulletin, middle banner.	Jewelry industry.	Banner ad that aligns with JM's campaign, "FOR ALL ITS WORTH," and uses language and imagery tailored for wholesale operations.	DMB	DMB, Colleen M.	First and 15 th of each 2015 month.
✓	Record keeping video for wholesalers and manufacturers, and <i>Jewelers eNews</i> announcement of it.	Wholesale jewelers.	This "Secure Business Series" video focuses specifically the best record keeping practices for wholesaler and manufacturer jewelry businesses. Video featured in March 2015 edition of <i>Jewelers eNews</i> . Metrics: video views.	Loss Prevention.	DMB.	2/27/15.
✓	<i>Diamond District Monthly</i> ad.	Wholesale and manufacturer prospects operating in NY Diamond Dist.	These print and online banner ads align with JM's campaign, "FOR ALL ITS WORTH," but use language and imagery tailored for wholesale and manufacturing operations. The vehicle is <i>Diamond District Monthly</i> , the official newsletter of the New York 47 th Street Business Improvement District.	DMB.	DMB.	First ad to appear in April edition.
✓	Industry trade ads for wholesale and manufacturing operations appearing in MJSA publications.	Wholesale and manufacturing prospects.	Print and online banner ads align with JM's campaign, "FOR ALL ITS WORTH," but use language and imagery tailored for wholesale and manufacturing operations. Vehicles include: <ul style="list-style-type: none"> • MJSA.org annual homepage banner ad. • <i>MJSA Showcase</i> e-newsletter product editorial. • <i>MJSA Up-to-Date</i> e-newsletter. 	Trina Wolt, Katherine Bodoh.	DMB.	Every month beginning in April.
✓	<i>National Jeweler</i> custom eblast	Jewelry industry.	Monthly eblast with wholesaler-targeted ad copy.	DMB.	DMB.	One monthly April through Oct.
✓	Sponsorship of, and intro for, NY chapters of DMIA and IDCA Lunch and Learn on trade show security.	50-100 members of these prominent NY wholesale jeweler groups.	Jewelers Mutual is sponsoring this Lunch & Learn session for these NY wholesaler groups, and is introducing the featured speaker from ISPS. This is an opportunity to reinforce JM's credentials and value proposition as an insurer of wholesale jewelry operations. Metrics: Event attendance and audience feedback.	Mark C., DMB.	Mark C., DMB.	4/16/15.
✓	National Sales Conference session on selling to wholesalers.	Top JM agents and brokers.	This discussion will include a presentation from some agents/brokers and some JM content.	Agents, Patrick D.	Ben F., Krista P.	5/13/15

Done	Deliverables	Audience	Description	SME	Resp.	Date
✓	Sponsorship of, and intro for, Diamond Club West Coast seminar on trade show security.	Members of this prominent organization for jewelry wholesalers.	Jewelers Mutual is sponsoring this seminar and is introducing the featured speaker from ISPS. This is an opportunity to reinforce JM's credentials and value proposition as an insurer of wholesale jewelry operations. Metrics: Event attendance and audience feedback.	Mark C., DMB.	Mark C., DMB.	5/22/15.
✓	<i>Wholesale Jeweler's Guide to Inventory Management and Inventory Record Keeping</i>	Wholesale jewelers.	This booklet will package together the information that JM has specifically for wholesalers on this subject. We will use it as a CTA enticement (see next item, below).	Loss Prevention, DMB.	DMB.	6/30/15
✓	<i>News Around the Block</i> article.	JM agents and brokers.	This article in <i>NATB</i> will foreshadow the direct-mail and content (email, collateral, webinar) marketing efforts to target wholesalers that will roll out in the summer months. The article will remind agents that the success of the marketing efforts hinge on their willingness and ability to sell effectively to wholesale prospects.	DMB, Ben Festge.	DMB.	7/15/15
✓	Direct mail to Miami Seybold Building leads and Diamond Club West Coast Leads.	Miami and West Coast wholesale jewelers. (Agents apprised.)	We have a list of 160 leads for jewelry businesses housed in the Seybold Building in Miami's Jewelry District. We have phone numbers but specific addresses are needed. We also have 162 leads, with mailing addresses and email addresses, from the Diamond Club West Coast. A direct-mail piece will introduce JM and entice the recipient to order the <i>Record Keeping Guide</i> and <i>Security Guide</i> . Metrics: Formgate click rate and number of leads entered.	DMB	DMB	7/24/15
✓	<i>Jewelers eNews</i> articles and social media plugs.	Wholesaler prospects.	Each article will build on one or more of the key message points listed in this document. Social media will be used to plug the articles. The CTA will be an enticement for the wholesaler to request a customized booklet on inventory management and record keeping just for wholesalers (see above) and <i>JM's Security Guide for Non-Retail Jewelry Businesses</i> . A "formgate" will collect lead information and allow the wholesaler to order the booklet and guide. Metrics: Formgate click rate and number of leads entered.	DMB.	DMB.	July and Sept. editions.
✓	Email blasts to leads list.	All of JM's wholesale jeweler emails. (Agents apprised.)	Having built up the wholesale-jeweler email list using the promotions described above, JM will leverage the expanded list for tailored outreach to wholesale-jeweler prospects. Message will include JM's value-proposition message points for wholesalers. Metrics: Response rate.	DMB	DMB	7/31/15