

BACK TO INSURING | Personalizing customer interactions in the Next Normal



1 | MAKE IT PERSONAL

When meeting face to face isn't possible, make direct mail communication more personal. A handwritten note or hand-signed letter goes a long way in making a personal connection with policyholders and prospects.

- Business stationery and note cards are perfect for thank-you messages to valued customers in this competitive time
- Business cards with a photo of the agent's smiling face will help strengthen a personal connection

2 | STAY "TOP OF MIND"

An agent's photo becomes part of their brand. Keep that brand in front of customers with regular, eye-catching mailings. Make sure each mailing provides value, whether announcing policy changes or sharing information on community resources.

- Help customers keep paperwork organized with folders bearing the agent's photo and contact information on the pocket. Simplify mailings with custom-printed catalog envelopes and shipping labels
- Postcards and brochures can introduce new office hours, share tips for reducing premiums or provide updates on legislation that impacts policyholders

3 | REWARD CUSTOMER LOYALTY

Small tokens of thanks help drive loyalty at a time when it's tempting for customers to price-shop.

- Custom Post-it® Notes are a gift that everyone can use
- Individually wrapped, customized pens reinforce your brand and are a welcome token of appreciation

IN THE OFFICE

WINDOW DECALS

Window decals can be placed at the office entrance.

- Share your new hours and safety processes with customers
- Reinforce current marketing campaigns



OUTDOOR SIGNS

Let your clients know you are open for business.

- A-frame board signs are great for the sidewalk
- Sail signs and banners can be used to convey important messages like the hours you're open or setting up appointments



MASK HOOKS

Comfort is key when wearing a mask all day in the office.

- Disposable and adjustable
- Blank or full-color imprint
- Makes a great branded gift for customers



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Product Listing

Direct Mail

Product	Description	Popular Sizes	Typical Quantities
Letterhead	Full color, spot color, raised print, flat print various stocks available	8½" x 11"	50 - 10,000
Business Envelopes	Full color, spot color, flat print various stocks, window and security tint available	#10 - 9½" x 4¼"	50 - 10,000
Business Cards	Full color, spot color, raised print, flat print various stocks including color core and synthetic	2" x 3 ½"	250 - 5,000
Mailing Envelopes	1- or 2-color with peel and seal option for a sanitary closure	9" x 12"	5 - 5,000+
Labels, 24-Hour FasTurn	Full color, 1-color, foil or embossed	½" x 1" to 5" x 7"	250 - 10,000+
Postcards	Full color with raised spot gloss or raised foil, 1- or 2-sided 14pt. or 16pt., C2S stocks	4" x 6" or 5" x 7"	100 - 10,000
Note Cards, Announcements	Full color or spot color, panel or foldover styles various stocks available	Multiple sizes	500 - 1,000
Brochures	Full color, multiple fold styles various stocks available including synthetic	8½" x 11"	50 - 1,000+
Folders	24-hour production time, 1-2 pockets, 1, 2 or full color, foil, and embossing options	Standard or legal	50 - 5,000+

Gift Items

Product	Description	Popular Sizes	Typical Quantities
Post-it® Notes	Long- and short-run options, full color or spot color, cube printing	3" x 3" to 10" x 6"	8 - 5,000+ packs <i>300-610 sheets per pack</i>
Disposable Mask Hooks	16pt. stock, available blank or full color printed	8¼" x 2¼"	250 - 10,000
Cello-Wrapped Pens	Multiple colors, styles and imprint options available blue or black ink	One size	50 - 10,000+

Signage

Product	Description	Popular Sizes	Typical Quantities
Sail Signs "Feather Flags"	1- or 2-sided indoor or outdoor signs with ground spike or cross base with water ballast	6½' to 15' height	1 - 150
Banners	Durable and mesh, full color	24" x 48" to 36" x 96"	1 - 1,500+
A-Frame	Sandwich board holder with replaceable graphics <i>*Coroplast A-frames are a budget alternative but without replaceable graphics</i>	28" x 22"	1 - 500+
Window Decals	Translucent and repositionable, full color, easy application and removal, multiple sizes	8½" x 11" to 24" x 36"	1 - 500+



443 West Chester Pike | Havertown, PA 19083-4595
610.789.2685 | Fax: 610-789-2690
sirspeedy7099.com | service@sirspeedy7099.com