



Goose Digital

Achieving Peak Marketing Performance

About Us

- Goose Digital is the #1 most **experienced** digital marketing agency for Insurance Providers. Trusted by insurance Carriers, Brokers and MGA's worldwide.
- We combine **in-house insurance expertise** with modern digital marketing strategy and execution services to accelerate new business, retention, and loyalty.
- We believe that **Marketing Automation** is at the center of every modern marketing program.
- We have **flexible service plans** to help fit businesses at all stages of growth.

-- Angela DeFries, VP Marketing, Torrent Technologies
(A Business of Marsh McLennan)



Goose has been a delight and helpful in growing and executing our marketing automation strategy. The team is very knowledgeable about the insurance industry and provides strategic direction and insights. Goose is taking us to the next level in customer experiences and interactions.



Toronto

Edmonton

Vancouver

We specialize in the leaders

- Your business needs to **use** the latest **MarTech tools** and digital channels to grow
- We ensure **you're strategically adopting** the tools that you've made huge investments in
- All team members are **certified** in automation platforms with specializations in paid media, CRM, and **ROI reporting** & analytics
- **Insurtech** Capability



The Team

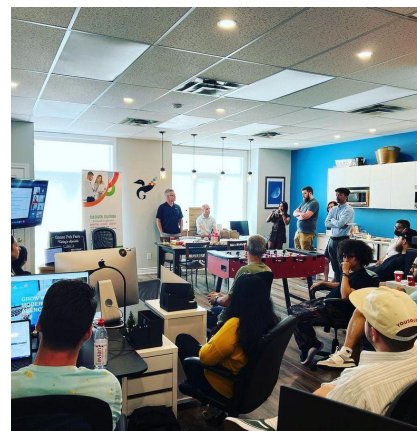
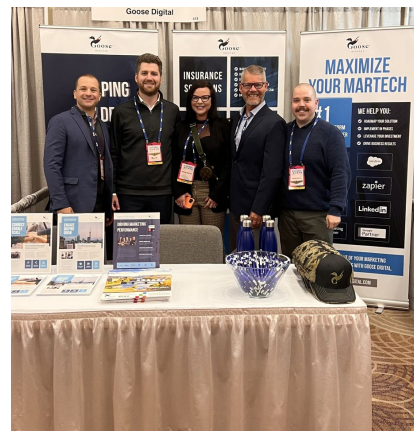
We work hard and play hard. We're serious about career development and organizational transparency, as well as quarterly team outings and foosball.

**Best
Workplaces™**

**Great
Place
To
Work®**

**CANADA
2023**

Copyright 2023 © - Goose Digital





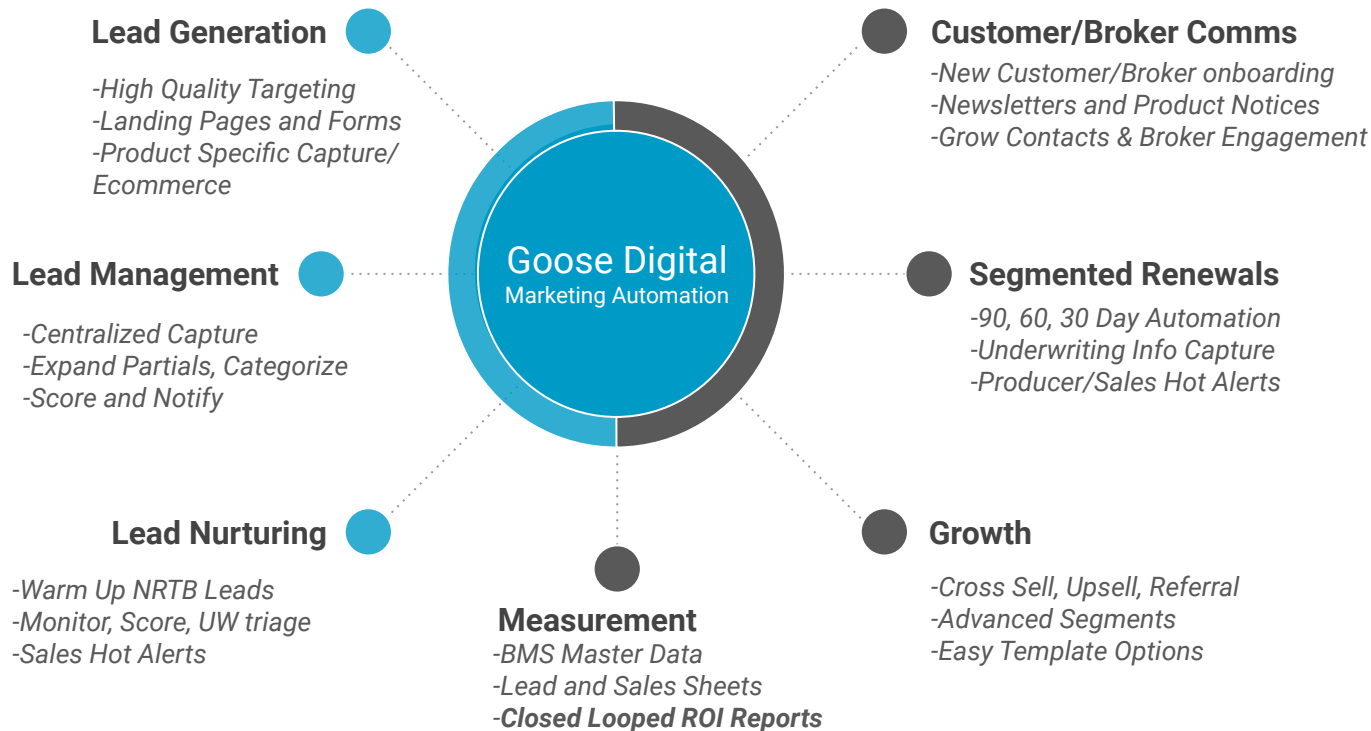
Industry Involvement



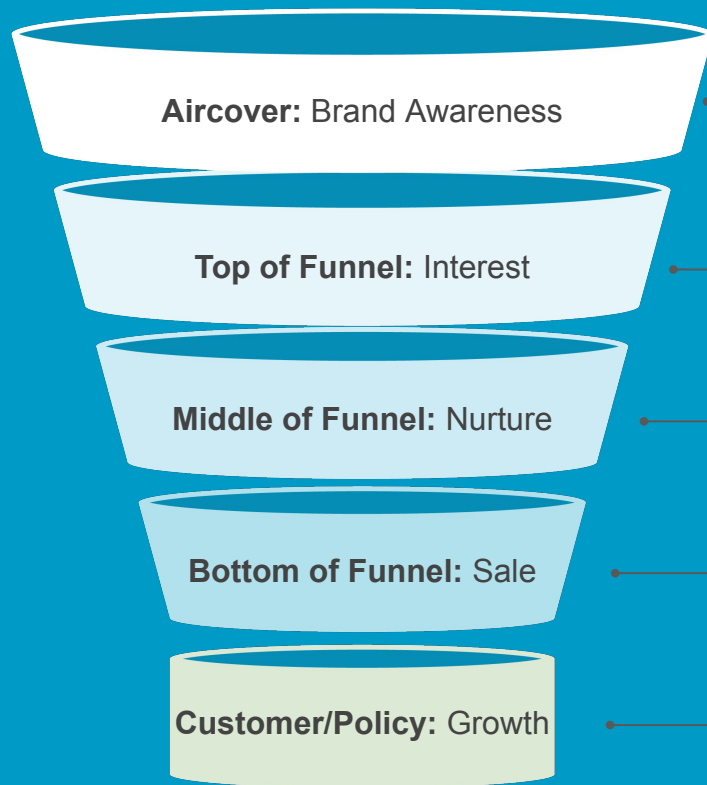
A high-angle, blue-tinted photograph of three business professionals in an office setting. A woman in a white blazer is smiling and pointing at a tablet held by a man in a dark suit. Another person is partially visible on the left, gesturing with their hand. On the table are a laptop, two tablets, and two coffee cups. The overall atmosphere is collaborative and professional.

Driving Marketing Performance

What we do



Digital Marketing Funnel



Your Campaign Goals

Impressions, video views, page followers, email opens.

Traffic, email clicks, media download, quotes

Contact requests, Quote reminders, Multi-Channel Retargeting

New deals, revenue / commission

Cross Sell, Upsell, Renewal, Reviews, Customer referrals

Marketing is integral to business success



CEO | My Company

GOAL: Unlock growth at a reasonable cost



Marketing Leader | My Company

GOAL: Driving quality and quantity within the marketing funnel



Sales Leader | My Company

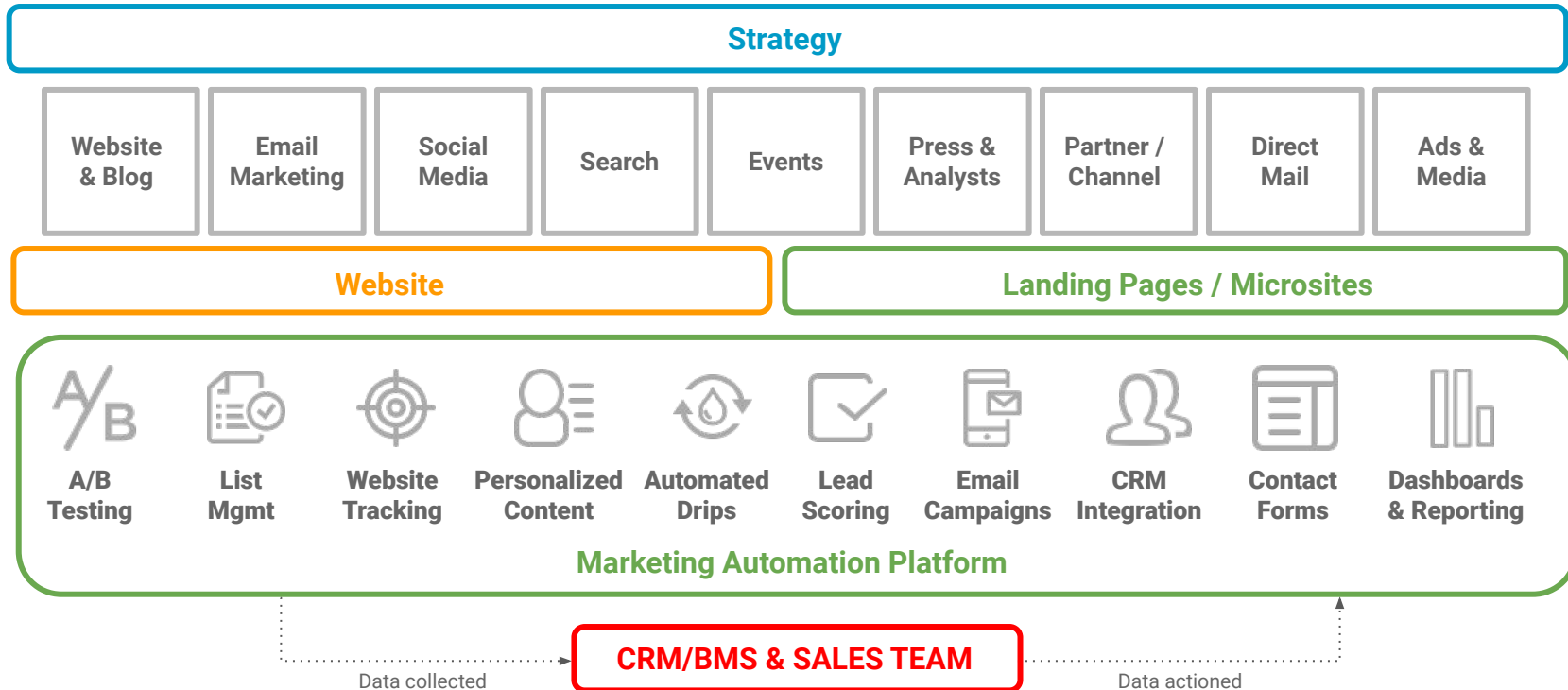
GOAL: Closing new revenue and increasing share of wallet



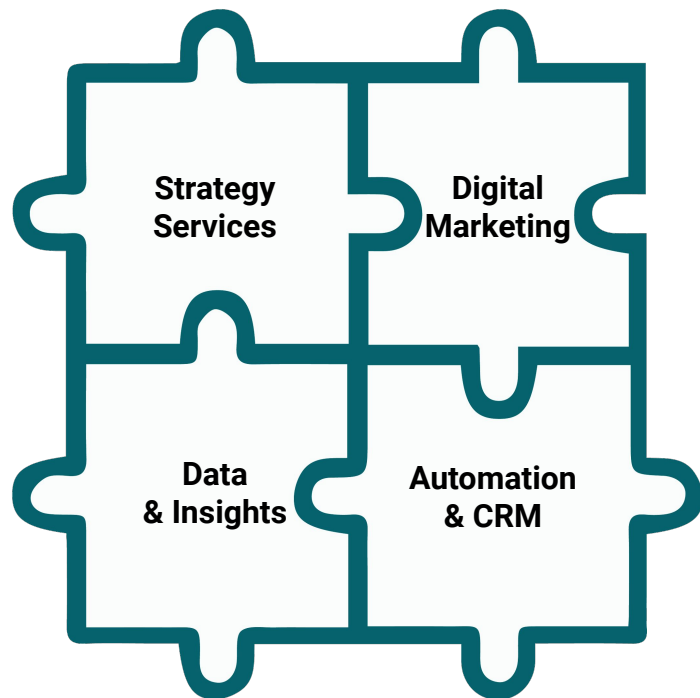
Marketing Team | My Company

GOAL: Improved content strategies and smart marketing automation

Modern Marketing Stack



Powering up your marketing strategy



A **high performance** marketing strategy will distribute content at scale, driving customer engagement through to revenue and beyond.

What **piece** are you missing?

How to partner with us

Project Execution

We help you design, implement, and run your marketing campaign or project. From strategy to expert execution, we bring your initiative to life.

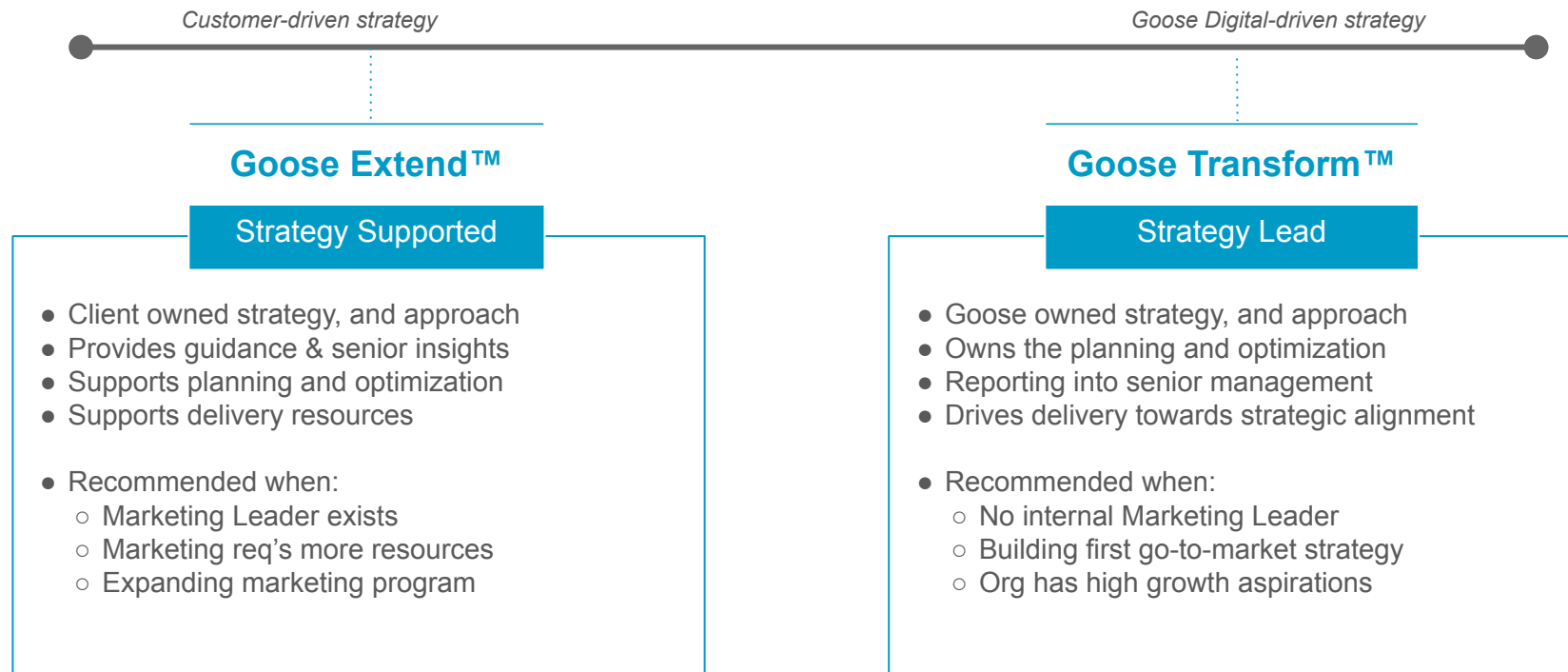
- Social Media Campaign
- Pay-Per-Click (PPC) Campaign
- Search Engine Optimization
- Lead-to-Revenue Campaign
- Cross Sell / Upsell Campaign
- Customer Renewal Campaign
- Marketing Automation Platform Revive
- Custom Marketing Project

Continuous Execution

Professional, monthly marketing programs where we become a part of your team. Flexible service plans that augment your existing team so you never miss a beat.

- Dedicated Account Lead
- Multifaceted Certified Team
- Monthly Planner
- Digital Campaign Management
- Marketing Automation Management
- CRM Configuration Management
- Closed-Loop Digital Reporting
- Quarterly Strategy Sessions

Client Engagement Types



A blue-tinted photograph of a business meeting. Two people are seated at a desk, looking at a tablet displaying various charts and graphs. One person is pointing at the screen with a pen. The desk also has a laptop keyboard, a smartphone, and some papers. The overall scene is professional and collaborative.

Our Packages

Goose Advisory™

Our Advisory Services are a set of one-time services that can be applied to any project in order to accelerate your growth.

- *Planning Workshops*
- *Content Strategy*
- *Funnel Design & Analysis*
- *Customer / Broker Personas*
- *Customer/Broker Journey Maps*
- *Campaign Schedule*
- *Lead Warming & Scoring*
- *MarTech Platform Assessments*
- *Data Assessments*
- *Lead-to-Revenue*

from \$2,500 (one time)

Goose Extend™

Professional, monthly marketing programs where we become a part of your team. Flexible service plans that augment your existing team so you never miss a beat.

- *Dedicated Account Lead*
- *Multifaceted Team*
- *Monthly Planner*
- *Team Collaboration*
- *Digital Campaigns*
- *Marketing Automation*
- *Closed-Loop Reporting*
- *Quarterly Strategy Sessions*

from \$2,500/mth

Goose Activate™

Expertly run, **one-time** campaigns designed for testing or another initiative to your marketing mix. These campaigns are flexible for any budget.

- *Campaign Strategy*
- *Social Media Campaign*
- *Pay-Per-Click (PPC) Campaign*
- *Search Engine Optimization*
- *Lead-to-Revenue Campaign*
- *Brand Awareness Campaigns*
- *Cross Sell / Upsell Campaign*
- *Customer Renewal Campaign*
- *And more...*

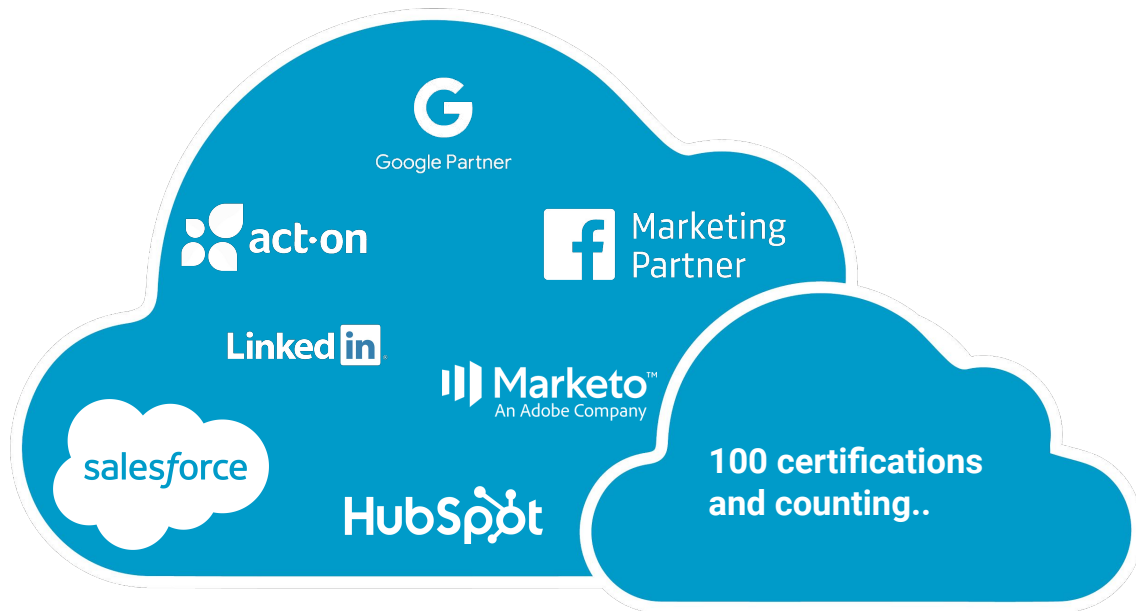
from \$7,500 (one time)

Goose Transform™



This option is the best fit for businesses who want to a fully managed marketing service. All services and technology are outsourced. Market-leading platforms and services are used to drive quarterly campaigns that deliver the required business results.

Fully Managed



A low-angle, upward-looking photograph of several modern skyscrapers with glass facades. The buildings are arranged in a way that they appear to converge towards the top center of the frame. The sky is a vibrant blue with scattered white clouds. A semi-transparent teal horizontal band runs across the middle of the image, serving as a background for the text.

Thank you