



ADVERTISEMENT & MARKETING

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- Insurance is a competitive space, which is why companies create talking ducks to get our attention and cut through the clutter. But a desire to improve recall is only part of why there's so much insurance content out there.
- Among others, some of the major reasons for TPL Life to Advertise are:
 - Create Brand Awareness
 - Create engagement with the existing & prospecting customers
 - Advertise the Insurance Solutions and services offered by the Company
 - Increase Consumer's Share of Mind
- Major Advertising Mediums that TPL Life uses are:
 - Social Media (i.e. Facebook, LinkedIn, Instagram, twitter, Youtube etc.)
 - Print Media (i.e. Newspapers & Magazines)
 - Above The Line "ATL" (i.e. Radio, Cable Networks)
 - Below The Line "BTL" (Company Merchandise, Product Brochures, Product & Services content in leaflets etc.)
 - And of course , Company Website

MARKETING CONCEPT

- TPL Life's Marketing Concept is around the following:
 - Insurance is Easy and Not Difficult
 - Dealing with Insurance Companies is Simple and Not A Cumbersome Event
 - TPL Life offers the most simplest and easiest process to avail insurance through Digital Channels and tools
 - Insurance is not always EXPENSIVE!
 - Insurance is not always DOCUMENTATION HEAVY!