

New B2B Division Opens Through Messaging and Marketing

Nexus Agencies is a successful supplemental insurance broker agency currently in seven Texas markets, with goals to expand their business to business clientele. Crane Creatives targeted specific opportunities in branding for Nexus Agencies with a two part marketing strategy.

1. The creation of a messaging campaign to improve brand communication.
2. Integrate messaging to launch the B2B division for both internal and external marketing. We provided guidance and clarity for the division, and created branding that reflects the company's core value.



SUMMARY

Campaign Overview

Campaign	Nexus Agencies' When Life Throws You Lemons
Key Objectives	To expand Nexus' market share by giving the brand a messaging platform for B2B and B2B employees, and increase agent sales leads and recruits within B2B.
Key Messages	When life throws you lemons, we get you paid When life throws you lemons, we help get you paid Are you prepared when life throws you lemons
Target Audience	Businesses and employees who don't have supplemental benefits
Formats	Digital Campaign - Organic & Paid Printed Marketing - Brochures & Collateral
Timing	June - Campaign Preparation / Launch July-September - Digital Ad Campaign (multiple) October-December - Printed campaign circulated to agents, B2B
Budget	\$2,500.00

Campaign Results

SOCIAL MEDIA

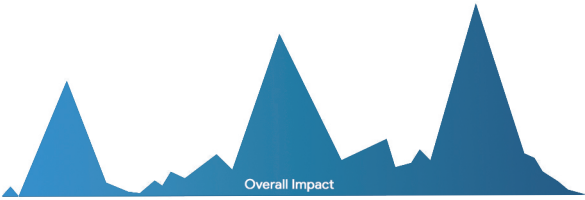
Reach | +37,682
Results | +323 Link Clicks

ORGANIC

Web Traffic | +1165%
Page Likes | +27%

INTERNAL

New B2B Recruits | +7 Agents
Increased Agent Satisfaction
New B2B Markets | +3 Opened



IMPLEMENTATION

Giving The Campaign Legs

After delivering Nexus Agencies' first messaging campaign in 10 years, Crane Creatives implemented the "lemon campaign" into both digital campaigns and print collateral. Nexus agents required real tools to communicate quickly how their services are beneficial to new B2B clients in addition to attracting new B2B agents.



// B2B Benefits Brochure

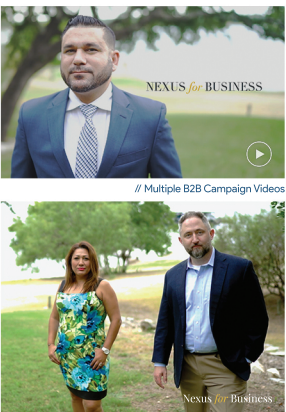


// Updated Website CTA

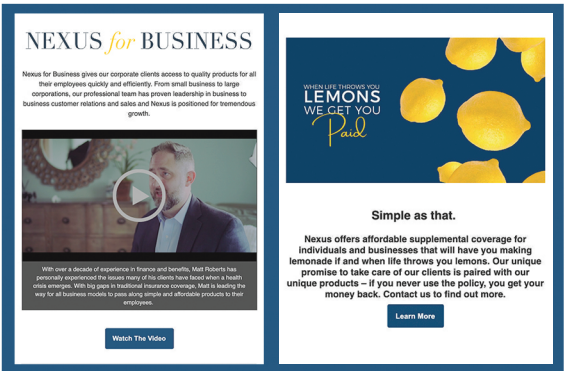
// Social Media Ad



// B2B Lunch & Learn English & Español



// Social Media Content



// E-Newsletter Campaign