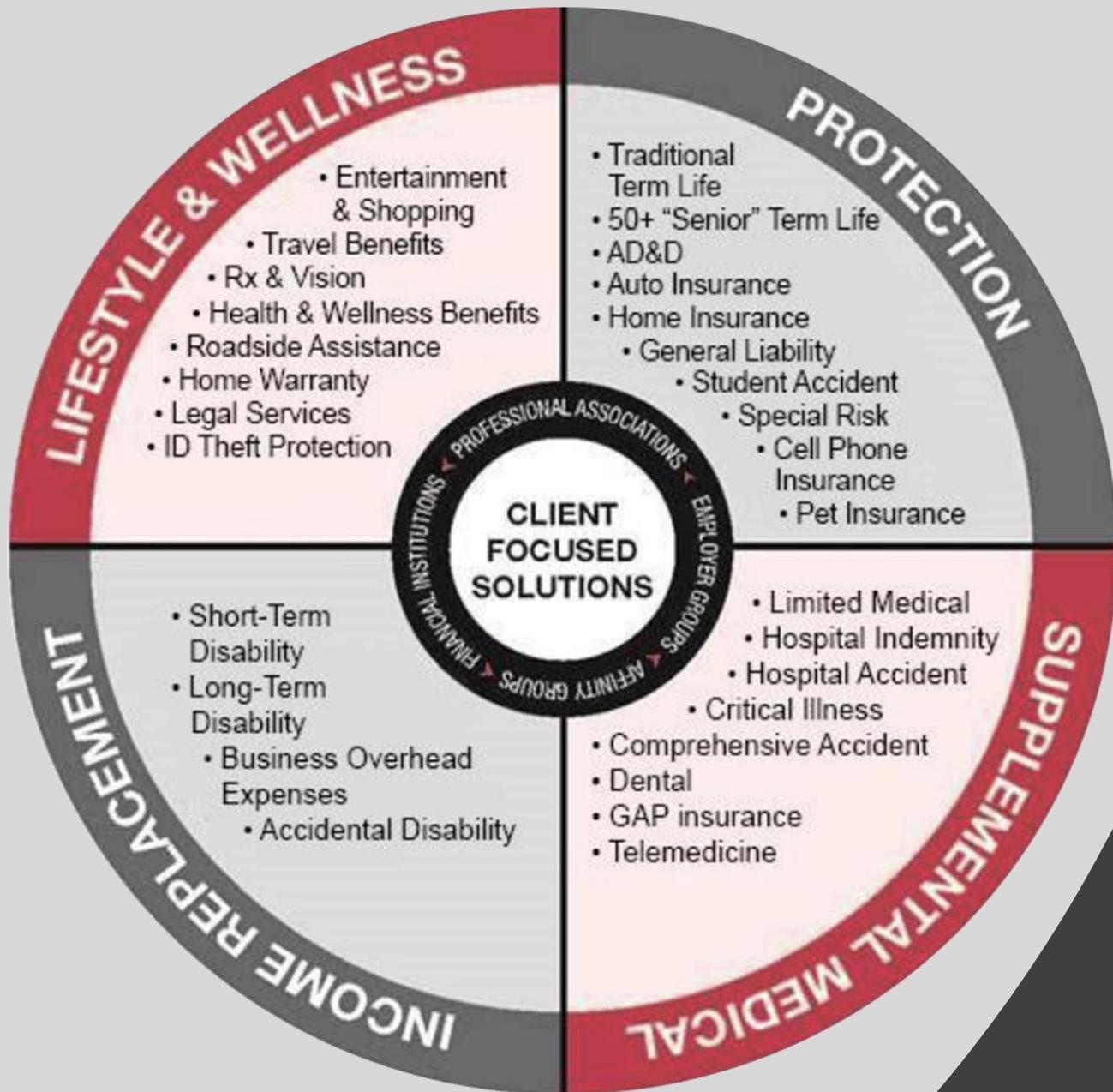


Strategies for earning customer loyalty  
and increasing revenue  
through insurance marketing

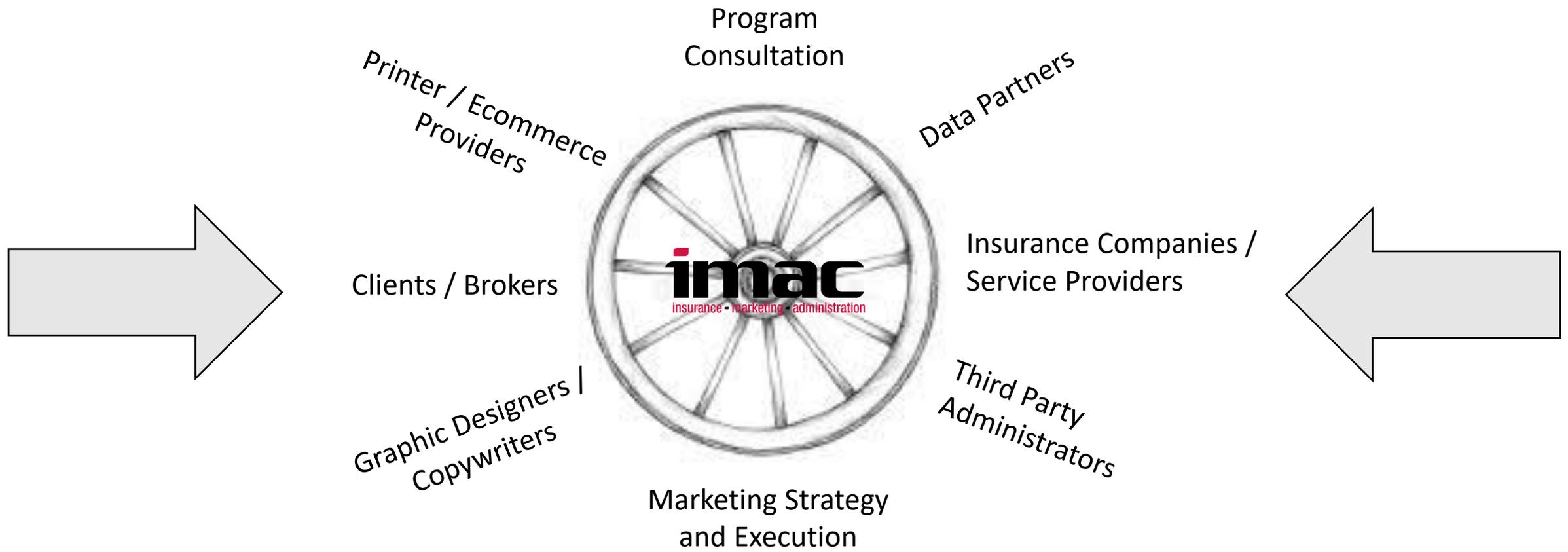
**imac**  
insurance - marketing - administration  
[www.imaco.com](http://www.imaco.com)



For over 25 years, IMAC has been providing insurance and financial protection programs to financial institutions

- We work with top-rated carriers and providers to offer the best products available
- We develop, design and coordinate all aspects of each marketing campaign
- We manage the entire process to help increase retention, loyalty and fee income

# What **IMAC** can do for you



**Account Management • Campaign Management • Vendor Management**

CHUBB®

Accidental Death  
&  
Dismemberment  
(AD&D)

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## Product Overview

- ✓ \$3,000 of AD&D insurance provided to customers at no cost to them (cost of \$.03 per customer is deducted from monthly compensation)
- ✓ Customers may purchase up to \$300,000 of additional coverage at affordable group rates
- ✓ Automatic billing feature via ACH from checking or savings account

## Direct Mail and Online Enrollment



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### Strategy Overview

- Customized marketing schedule
- Customized marketing kits and landing pages
- Online content and HTMLs provided as needed

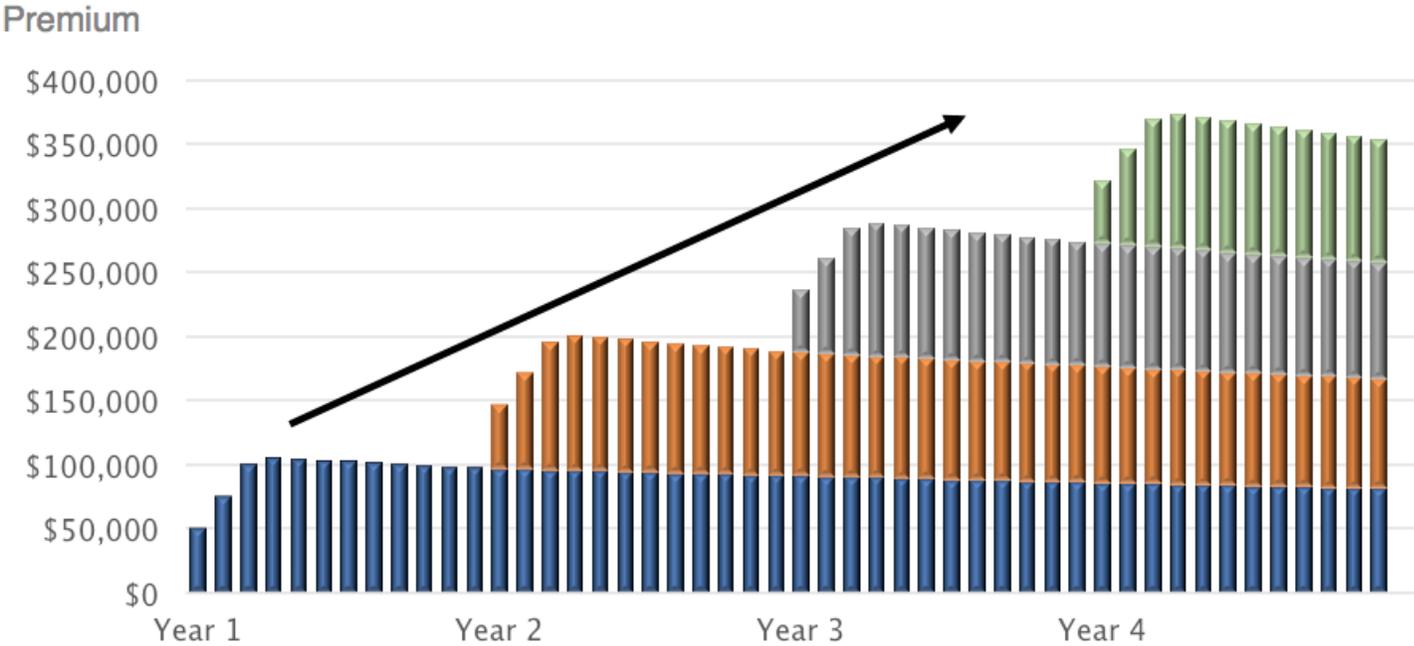
### Reporting

- Weekly campaign report
- Monthly commission report with payment

# Premium and Revenue Growth

With consistent marketing,  
clients can generate recurring  
income for years to come

IMAC has been marketing to  
OH/MI banks since 2011



Adding other products like **Senior Whole Life** or **Pet Insurance** can help premium and revenue grow even faster

Checking and Savings Programs can be customized to fit any need

Club Programs are another great way to gain customer loyalty and increase retention

Our most popular benefits include:

AD&D

Roadside Assistance

Cellphone Protection

ID Theft Protection

Travel Benefits

“The CBI/IMAC Thank you AD program is a time tested, proven, cost effective enhancement for attracting new checking account customers.”



Jim Harvin  
JLH Associates, LLC



“Our customers have been very happy with the \$3,000 benefit. It’s a great way to say thank you to them while also providing them an opportunity to get more coverage.

IMAC makes it easy by providing timelines and specific instructions for what we need to do – and then they take care of all the rest.”



Chad Hoffman  
President & CEO  
Richwood Bank



The IMAC team collectively has over 75 years of insurance experience!

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The  
IMAC  
Team



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