

# GO FOR THE GOLD

Capitalizing on What's Trending  
with Agency Marketing



**BIG I** | ILLINOIS



# HOW CAN THIS HELP YOUR AGENCY GET ATTENTION?

- Tie-in to what is trending
- Be part of a larger conversation
- Help underscore the importance of insurance in almost everything we do



**25+ MILLION**

**AMERICANS WILL WATCH THE  
PRIMETIME OLYMPICS  
COVERAGE**



**75+**  
**MILLION**  
**FOLLOW THE OLYMPICS ON**  
**SOCIAL MEDIA**

# HOW CAN YOU CAPITALIZE ON THIS? CONTENT.

**We'll Discuss:**  
Blog Topics  
Social Media Content  
Video Content  
Ad Content  
Hashtags

# BUT FIRST...

**What's the right APPROACH for your agency:**  
Informative?  
Agency Culture/Fun?  
A Mix of Both?  
Make it LOCAL.

# INFORMATIVE BLOG IDEAS

- Event Coverage
- Travel Insurance
- Athletes Covered
- D&O and the Olympic Committee
- Cyber Security and Coverage

# INFORMATIVE SOCIAL IDEAS

- Stats on event insurance coverages
- Stats on Risks: *There were a reported 450 million attempted cybersecurity incidents during the Tokyo Games*
- A “did you know” on athlete coverage
- Highlight local athletes



# EXAMPLES

A cancellation of the Tokyo Olympics would have cost over

**\$3 BILLION**™

in event cancellation insurance



**SPEEDO INSURED A \$1M BONUS FOR MICHAEL PHELPS TO WIN 7 GOLDS IN 2004, BUT COULDN'T FIND AN INSURER TO COVER IT FOR 2008**



**OVER 1,000 ATHLETES ARE INSURED BY THE UNITED STATES OLYMPIC & PARALYMPIC COMMITTEE'S ELITE ATHLETE HEALTH INSURANCE PROGRAM**



# EXAMPLES



Global insurer Allianz insures the games for event cancellation, terrorism, and much more



THE IOC BUYS AROUND  
**\$800 MILLION** FOR  
COVERAGE OF EACH  
OLYMPIC GAMES



# INFORMATIVE VIDEO IDEAS

- Discuss the amount of insurance and some of the policies likely used to cover the event
- Discuss coverage for travel to Paris, especially how health insurance works in other countries
- Do you offer event coverage? Talk about your offerings or give an example of when it's needed.

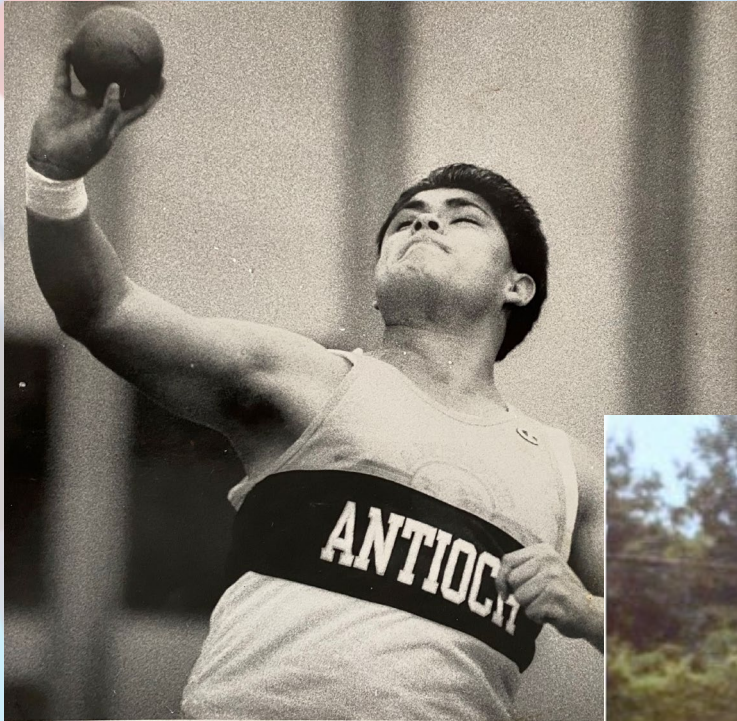
# CULTURE/FUN BLOG IDEAS

- Listicles
  - The Most Expensive Olympics Insurance Claims
- How much does it cost? Trivia

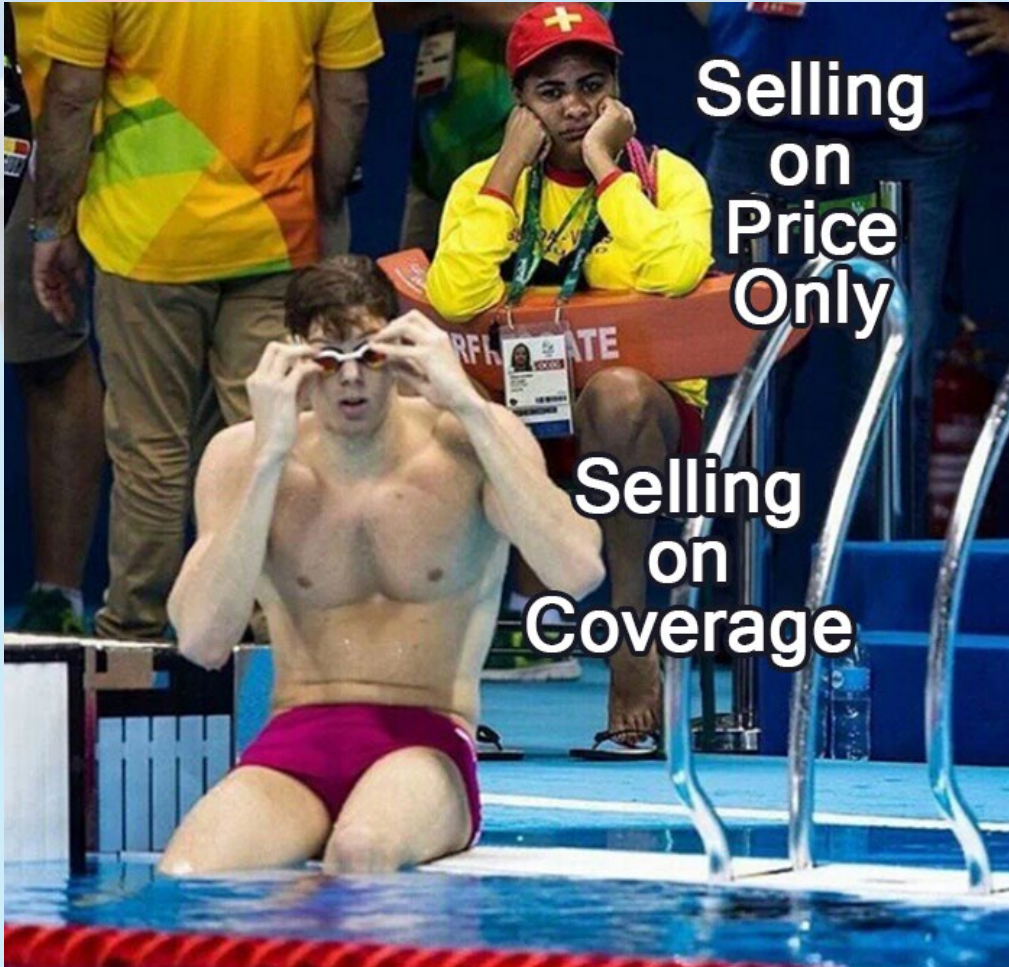
# CULTURE/FUN SOCIAL IDEAS

- Each of our teams' favorite event in the Olympics
- Throwback pics of athletes from the team - could they have won a medal?
- Pics from a Team USA outfit day
- Tie-in a local charity or do a fundraiser
- Favorite athlete/State or local Olympians
- Memes!!!

# EXAMPLE



# MEMES!!!



# CULTURE/FUN VIDEO IDEAS

- Asking the team who in the office would they send to represent the agency in an event
- Video an “Office Olympics” with a fun game day
- What wins the “Gold Medal” for the most frequently asked customer question?



# EXAMPLE/IDEAS

- Games:
  - Mini Bball
  - Putting
  - Hula Hoop
- Olympics
- Trivia



# MORE FUN? NOSTALGIA



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 **MARKET RETRIEVERS**  
FETCH YOUR TARGETS

# TOPICAL AD IDEAS

- Helping you find gold medal coverage
- Carrying the torch for your insurance needs
- Boost your Olympic-related ad posts on social

# AD EXAMPLE

- Target your service area
- Add Olympic and insurance audience interests
- Run the campaigns during the timeframe of the games schedule



# HASHTAGS CAN HELP

- See what's trending:
  - Athlete names
  - Events
  - Funny happenings
  - #Paris2024
  - #Olympics

# INSPIRATION



# INSPIRATION



# ANSWERS TO GET STARTED

- Which style(s) fits your agency?
- Which platforms will you utilize?
- Which content will you create?
- Who will spearhead creating it?
- How will you report on it?



# HOW TO GET STARTED

- Prompt ideas from AI (i.e., ChatGPT, Jasper)
- Make sure to involve people in your content
  - Pictures
  - Quotes
  - Videos
  - Questions

# WHAT NOT TO DO

- You cannot portray a partnership with the Olympics, or use the word in paid ads
- You cannot use the official event logo or rings logo
- You cannot use images of current athletes
- You cannot use the “rings” in any paid ads

# HAVE SOME PERSONALITY

- Engage
- Know your style
  - Funny?
  - Friendly?
  - Trustworthy?



# HAVE SOME PERSONALITY

 **The Olympic Games**   
@Olympics · [Follow](#)

Who did it better?  
[#NOR](#) | [#Olympics](#)



10:50 PM · Aug 2, 2021

 9.2K  Reply  Copy link

[Read 81 replies](#)

 **Simon Holland**   
@simoncholland · [Follow](#)

Just found out the plane that will take the equestrian's horses to the Olympics is named Air Horse 1 and I can't explain how happy that makes me.

9:08 PM · Jul 16, 2021

 9.2K  Reply  Copy link

[Read 61 replies](#)

# WHAT'S NEXT? MAKE A PLAN.

- Capitalize on trending topics or events:
  - The British Open
  - Taylor Swift's The Eras Tour
  - NFL Season
  - College Football
  - The Presidential Election
  - Holidays
  - The Oscars

# WHATEVER YOU DO...

- Use “people” content as much as you can
- Social media is about being social! So:
  - Interact
  - Comment
  - Ask questions

# QUESTIONS?

How can we help you?



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