



4 Strategies for Every Convey Catalog

Put yourself in the shoes of an average producer. He or she works with a master agency network or broker who offers larger and larger portfolios of carriers, products, and industry solutions. As a result, producers have to work harder to find those the solutions are right for their customer. You have an opportunity to make their job easier when you design your Convey catalog.

Here are 4 things you should always “convey” to your audience:

1. Be clear about who you are.

Use the catalog to fill in the blank: My company specializes in these product lines. You may represent many products, but there are likely a few that you are most known for. Communicate that message on a banner, in a page and in your catalog description.

2. Define your ideal customer profile (ICP)

Although you may think that your products would apply to any and all customers, there is always a set of criteria that defines the perfect situation where you will most often be in a position to best serve the customer and write the policy. Define the size company, the vertical markets they exist in, and the problem or issue your product solves. Here is a banner example that “conveys” that message.





3. This is just the tip of the iceberg. Where can they find more?

You've added samples of the industries you focus on, the appetite guides that define your offerings, but there is more information out there. Consider creating pages that link the producer to the exact location on your website or to your producer portal so they can easily navigate there without having to search the internet. Quick Posts offer the same opportunity and allow you to describe the content that is not on the platform and add a link straight to it. Remember, that not all websites are created the same, so a little navigational help inside your catalog is often a very big help.

4. Motivate producers to engage.

What do you think the number one thing producers look for on a Convey site? They clearly want to know what you write, so appetite guides rank as the most interesting type of content you can add. Beyond that, other motivational ideas are new business incentives and training webinars. Add a banner inside your catalog to call the incentive to their attention and link it to your content post or to a page where they go to learn more.

Webinars should be quick and packed with information (30 minutes at most). Don't make them all about your products, but more about industry trends and ways to best serve the customer. When you add them to the Convey site, they go on the home page of the site calendar. You can register individuals right on the site or send them to your website for registration.