

# Strategic Growth

How Petri Group Boosted Awareness and Revenue for a Major Insurance Firm

## CHALLENGE

A top-tier insurance company needed to generate life insurance and annuity product awareness to increase revenue.

## SOLUTION

Petri Group created a strategic marketing plan and product positioning for each of the client's life insurance and annuity products. Working with members across the organization, we developed the:

- Strategic marketing and business development plans
- Product positioning for the company's full suite of life insurance and annuity products
- Training and support materials for internal wholesalers and advisors
- Client-facing materials including emails, fliers and brochures

## RESULTS

- **Boosted sales by double digits** within the first 12 months
- **Delivered effective messaging that scaled** across training, product, marketing and sales needs
- **Won a platinum MarCom award** for this work

Work with us to define, elevate and propel your business to new heights.

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