



.... so you want to sell International PMI ?

# Andrew Golding

Strategic Director, TDG Financial

Capitalising on a growing market Marketing  
IPMI for Brokers - In Brief

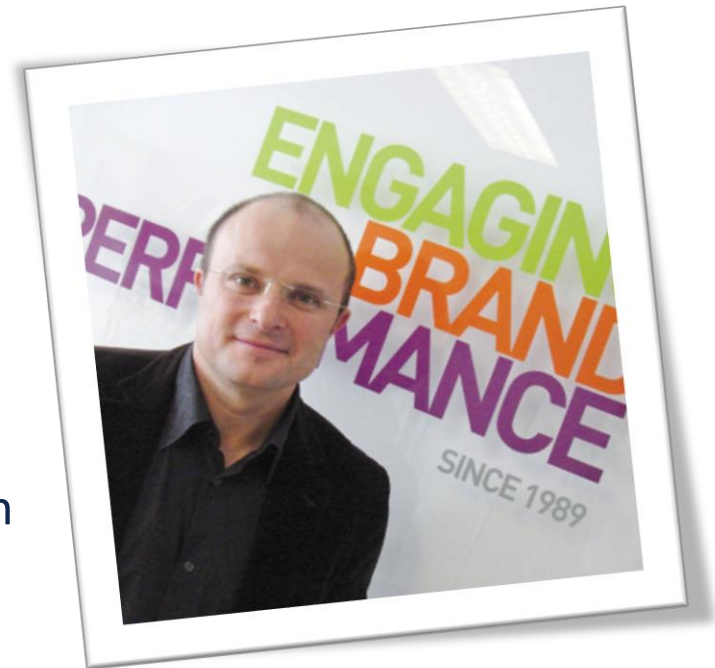


# Introducing...



## Andrew Golding

- Director & Strategic Consultant
- Over 17 years Marketing Expertise & 10+ years in Insurance Sector
- Strategic counsel, marketing direction and distribution strategy



# Introducing...



- Integrated Marketing Communications Agency
- Specialising exclusively in Financial Services
- Highly experienced in Health & International Health Insurance
- Established since 1989



# Why...



- IPMI is a rare breed of insurance product - Not Mature
- Growing shift towards globalisation
- An area where you can sell into some existing customers
- Where you have an opportunity to open new doors



# Why should you enter ... ?



- Additional revenue stream - stronger retention than UK PMI
- Additional angle to attract new clients
- Plugs a product gap - client retention
- Positive reason to speak to clients mid-term
- Strong PR for your brand
- Excellent providers to support your efforts
- Because many clients need it....



# How can marketing help... ?



## Let's look at:

- Getting you fit for purpose from a marketing stand point
- Tackling business clients and prospects
- Maximising the consumer opportunity



# Fit for Marketing Success...



- Get support from your Provider
- Sense check your brand - make it relevant
- Update your website and documentation
- Get your staff informed and trained



# Provider support...



- Most Providers will help & advise
- Provide you with marketing communications materials
- Partner packs
- Help you to get your staff knowledgeable on product



# Business clients & Prospects...



- Existing/prospect client analysis - generate database
- Segment and devise contact strategy for each group - personal visits, information packs, email etc.
- Consider the message - we're growing, diversifying, offering a more comprehensive solution set for clients etc.
- Consider the timing - it's an opportunity to send a positive message before renewal e.g. visit one month before sending renewal papers



# Consumer opportunities...



- **Understand** Expats & Segment existing B2C clients - identify those most likely to buy and approach (phone, documentation, leaflets in renewal packs, email etc.)
- Go online for new clients:
  - Listening posts
  - LinkedIn (update profile, post added value information to groups etc.)
  - Social networking/Facebook
  - SEO/PPC
  - Online advertising & Contextual/Behavioural
  - Online PR
- Tap into business relationships that have links to people living abroad - Build networks...



# Consumer opportunities...

## The Web - Search & Find



**Google** International Health insurance  Search

About 91,700,000 results (0.25 seconds) [Advanced search](#)

**Everything**  
Images  
Videos  
More

**The web**  
Pages from the UK  
All results  
Visited pages  
Not yet visited  
More search tools

**Bupa® International** [www.Bupa-Intl.com/BWHO](http://www.Bupa-Intl.com/BWHO) Different People, Different Needs. Customised Health Plans For Expats. **Sponsored links**

**International Health Plan**  
[AXAPPPhealthcare.co.uk](http://AXAPPPhealthcare.co.uk) AXA PPP International Health Cover Find out more & get a quote online.

**Overseas Health Insurance**  
[www.Expacare.com](http://www.Expacare.com) International Health Insurance for Expatriates & Britons Overseas

**HealthCare International - International Health Insurance ...** ☆  
International Health Insurance for Expatriates and Multi-trip Travellers. Overseas Medical Worldwide Care. Life Insurance, Personal Accident Cover and ...  
[Fast Quote](#) - [Contact](#) - [International Health Insurance ...](#) - [About us](#)  
[www.healthcareinternational.com/](http://www.healthcareinternational.com/) - [Cached](#) - [Similar](#)

**International Health, Life and Income Insurance for expatriates** ☆ - 3 visits - 19 Jul  
Global life, health and income protection insurance specialists. Individual and corporate protection plans for expatriates, with award winning customer ...  
[www.william-russell.com/](http://www.william-russell.com/) - [Cached](#) - [Similar](#)

**ihi Bupa - Buy health and travel insurance online** ☆  
ihi Bupa offers you premium coverage on travel and health insurances. Click on through and read more about worldwide health- and travel insurance.  
[Health Insurance - myPage](#) - [English](#) - [Scandinavia](#)  
[www.ihl.com/](http://www.ihl.com/) - [Cached](#) - [Similar](#)

**International Health Insurance. International Medical Insurance ...** ☆ - 4 visits - 19 Jul  
Cheap international health and medical insurance for international citizens traveling and living overseas free online quote.  
[www.globalsurance.com/](http://www.globalsurance.com/) - [Cached](#) - [Similar](#)

**Expacare** ☆ - 11 visits - 01:55  
[www.expacare.com/](http://www.expacare.com/) - [Similar](#)

**Sponsored links**

**International health insurance**  
Worldwide Medical Cover For Expats and Travellers. Free Online Quotes.  
[HealthCareInternational.com](http://HealthCareInternational.com)

**International Health Insurance**  
International health insurance  
Immediate Free Online Quote!  
[www.AllianzWorldwideCare.com](http://www.AllianzWorldwideCare.com)

**International Health Insurance**  
Award-Winning Health Insurance For Expats. Get A Quote & Buy Online!  
[www.GoodHealthWorldwide.com](http://www.GoodHealthWorldwide.com)

**Compare Health Insurance**  
Get More For Your Money, Compare Private Health Insurance Online!  
[LookForHealth.co.uk/Health+Insurance](http://LookForHealth.co.uk/Health+Insurance)

**International Health Care**  
Easy worldwide health insurance  
Thousands of satisfied clients  
[www.alcHealth.com/GlobalInsurance](http://www.alcHealth.com/GlobalInsurance)

**Travel Health Insurance**  
Cover For 220+ Medical Conditions, Save Time & Money Now, Get Quote!  
[www.TravelInsuranceMedical.co.uk](http://www.TravelInsuranceMedical.co.uk)

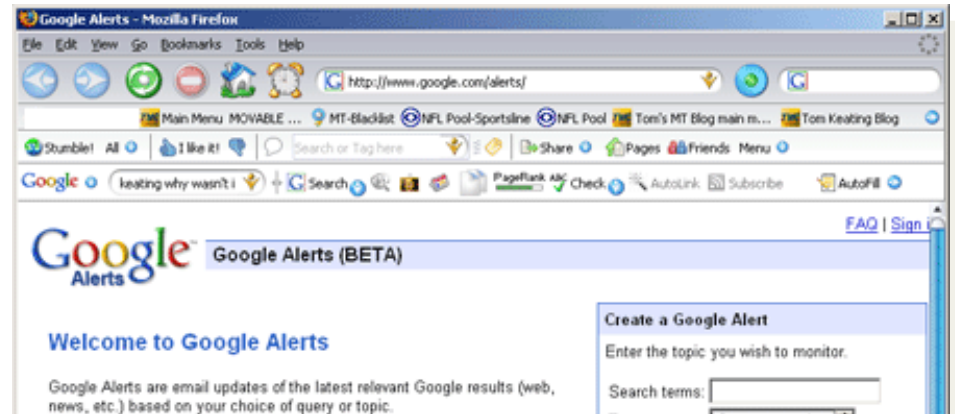
**Compare Medical Insurance**  
Compare 100+ Medical Cover Plans, Get the Cheapest Quote Online Now!  
[SimplyFinance.co.uk/Insurance](http://SimplyFinance.co.uk/Insurance)




# Consumer opportunities...



## Listening Posts & Alerts





Search terms:  [Preview results](#)

Type:

How often:

Email length:

Your email:

### Monitor the Web for interesting new content

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Enter the topic you wish to monitor, then click preview to see the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

You can also [sign in to manage your alerts](#)



# Consumer opportunities...

Reaching Expatriates  
& Communities



facebook



twitter

The screenshot shows a LinkedIn Groups search results page for the keyword 'expatriates'. The page displays a search bar with 'expatriates' entered, a 'Search' button, and a 'Create a Group' button. Below the search bar, there are five search results, each with a group icon, title, description, and a 'Join Group' button. The results are:

- Returning Indians - NRI's, Returned Indians & Expatriates**: This group is for all those who want to come and work in India. It is specifically for all Non Resident Indians (NRIs) who want to or have come back to their roots and work in India. Expatriates are also welcome to join. Also for "Returned Indians" & "Expatriates". Yesterday's Activity: Jobs (1) Owner: Aseem Juneja | 4,110 members | Share
- Telecom Expats**: Expatriates working in Telecommunication are Welcome Yesterday's Activity: Discussions (1) Jobs (3) Owner: Saim Afzal | 3,186 members | Share
- Expats in Japan**: A group for expatriates living in Japan. みんなさんよろしく！ This group is focused on foreigners living in Japan. Membership may be declined if your public profile doesn't show clearly that you are (or have been) a gaijin. If you plan to move to Japan please send an email when you subscribe (^\_^) Yesterday's Activity: Discussions (5) Owner: Damien 高橋 Douxchamps | 2,980 members | Share
- Expats**: This group is meant for all those professionals who are, have been or will be Expatriates. The ones who accepted and enjoy the "global challenge" who love to experience different cultures and way of living. The group is meant to help each other on developing an international career. Yesterday's Activity: Discussions (1) Jobs (1) Owner: Christian Maffeo | 2,800 members | Share
- Living Abroad: Networking for Expatriates**: A group for all people currently living - for any reason - in a country other than that of their country of origin. This involves expatriates, people with 2 nationalities/citizenships, project





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