

Marketing

- How does marketing relate to insurance and risk management?
- How does your agency handle the marketing function? (e.g., Does each producer market their own accounts or is there a distinct Marketing department which does this?)
- What is the role of marketing in generating new business?
- What is the role of marketing during the renewal process?
- If producers in your agency market their own accounts, what are the advantages and challenges of this approach?
- If your agency has a Marketing department, what are the advantages and challenges of this approach?
- If your agency has a Marketing department, who are the key people in the department, and what are their respective roles?