

IFC National Marketing CASE STUDY



tabor PR

IFC National Marketing (IFC) is Minnesota-based insurance marketing organization (IMO) that is growing rapidly, fueled by a leadership team that values hard work, family, serving others, and helping independent insurance agents and financial advisors succeed in life and in business. The organization has helped thousands of agencies, agents, and advisors across the country.

Tabor PR became IFC's agency of record in 2022, when IFC leadership realized they needed a marketing partner who would work closely with their internal team—essentially serving as their marketing department—to plan and implement ongoing initiatives to attract prospective agents and advisors, reinforce the IFC value prop among existing contracted agents, and tell the IFC story to the marketplace. Over the years, Tabor PR has helped IFC reach the following milestones:

- Developed and executed a comprehensive omni-channel marketing strategy across all relevant channels to engage agents and advisors, revitalize the brand identity, and establish a new marketing collateral system.
- Built a modern website and custom web portal environment to accommodate all insurance product lines, allowing agents and advisors to build customizable, co-branded marketing materials to advance their personal brands and the IFC brand.
- Scaled IFC's multi-channel social media presence across LinkedIn, Facebook, Twitter, YouTube, and Instagram, driving over 38,000 YouTube impressions and securing a 14.86% average LinkedIn engagement rate (well above the industry average).
- Launched an award-winning podcast across YouTube and major streaming apps (Apple, Spotify).
- Engineered audience-specific e-newsletters that achieved an outstanding 36% average open rate, outperforming the industry average by more than 10%.
- Created personalized marketing, short-form video, and thought leadership initiatives for IFC's executive management team and wholesalers to boost industry education and recruit new agents to the IFC family.
- Elevated IFC's annual agent event to reach new, record-breaking agent attendance levels.
- Implemented and maintained the "IFC Gold Experience," a highly successful omni-channel marketing automation program designed to help agents and advisors protect and grow their book of business.

Tabor PR capabilities showcased through this client work:

- Brand strategy and messaging
- Website content and digital marketing
- Email marketing and marketing automation
- Video and multimedia content
- Marketing collateral development
- Social media management
- Executive thought leadership
- Event marketing and promotional campaigns

Contact us to discuss how we can support your business needs.

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