



# MS Amlin Garage Campaign Content plan

# Audience 1: Raise Awareness MS Amlin Garage Insurance & Expertise

## (Coverholders Gevolmachtigd Agent)

	Post 1	Post 2	Post 3	Post 4	Post 5	Post 6
Summary	<p>Focus: showing understanding of broker's need to work with expert, experienced underwriters to find the right garage policy.</p> <p>In the first post, we communicate our understanding of the importance of expertise when it comes to finding garage insurance for brokers' clients.</p> <p><u>Underwriter interview/Q&amp;A</u> Talking about:</p> <ul style="list-style-type: none"> <li>- the heritage of MS Amlin Dutch garage insurance</li> <li>- The friendly, personable team</li> <li>- The deep knowledge and expertise</li> <li>- How MS Amlin adapts to client needs with tailor-made solutions</li> </ul> <p><u>&amp; New Landing Page Link</u></p> <ul style="list-style-type: none"> <li>• <b>Garage insurance</b></li> <li>• MS Amlin garage insurance</li> <li>• USP, Benefits, clear info, contact, images</li> </ul>	<p><del>Focus: MS Amlin makes it easy and fast for brokers to onboard.</del></p> <p><u>Garage insurance broker onboarding guide</u> <del>—Taking brokers through the onboarding process and steps needed to secure a specialist garage insurance policy for their client.</del></p> <p>Brochure – about garage product - Explain market, risk and product</p>	<p>Focus: demonstrating the ease and fast turnaround of MS Amlin's garage insurance quotes and referrals.</p> <p>This post will communicate the ease, transparency and simplicity brokers can expect when working with the MS Amlin team and underwriters when securing the right garage policy for their clients. It will help them understand the benefits secure and fast service when obtaining quotes and referrals for both them and their clients.</p> <p><u>Social media carousel with the MS Amlin service/ garage quotes/referral USPs &amp; benefits</u></p>	<p>Focus: Building trust through sharing past broker experience with MS Amlin garage product.</p> <p><b>Broker testimonial #1 Car dealer end-user</b> Could include talking about the benefits of MS Amlin's broker portal, the human, friendly team, their expertise, fast and efficient service, tailor-made products &amp; the satisfaction of their client/a positive result.</p> <p><u>&amp; Email template for end users</u></p>	<p>Focus: Building trust through sharing past broker experience with MS Amlin garage product.</p> <p><b>Broker testimonial #1 Garage owner end-user</b> Could include talking about the benefits of MS Amlin's broker portal, the human, friendly team, their expertise, fast and efficient service, tailor-made products &amp; the satisfaction of their client/a positive result.</p> <p><u>&amp; Email template for end users</u></p>	<p>Focus: Once we have established MS Amlin's expertise and service, we share useful content to help them communicate our offer to their client.</p> <p><b>Email to garage and car dealer brokers</b> – attaching the customer guides to share with their respective customers.</p>
Source	Plan interview with Underwriter <a href="#">A future-focussed view: how Swiss Re is making automotive underwriting smarter - Digital Insurance Agenda</a>	<a href="#">Garage Insurance</a> <a href="#">Garage Insurance, Garagekeepers, and Auto Repair   Bankers Insurance</a>	<a href="#">Everything You Need to Know About Garage Liability Insurance (caranddriver.com)</a>	Broker (car dealer client) testimonial	Broker (garage owner client) testimonial	
Type of content	Video / Q&A article	Ebook/PDF	Social media carousel	Broker testimonial (video or still)	Broker testimonial (video or still)	Email with PDF guides

# Audience 2: Raise Awareness MS Amlin Garage Insurance & Expertise (end users)

	Post 1	Post 2	Post 3	Post 4
Summary	<p><b>Focus: Showing knowledge of challenges/risks of Dutch automotive market today</b></p> <p>We will start educating the end-user about how the Dutch automotive market is doing post-Covid, looking at current geopolitical events to inform them about why they should care.</p> <p><b><u>Car dealership challenges to look out for in 2022</u></b></p> <p>This first blog post will detail the primary challenges car dealers need to be aware of in 2022, related to:</p> <ul style="list-style-type: none"> <li>- post-Covid climate in the Dutch automotive market</li> <li>- Semiconductor shortage impact on auto stocks</li> <li>- Effects of geopolitical (fuel prices etc.) crisis</li> <li>- Regulation changes in the industry</li> </ul>	<p><b>Focus: Showing understanding of challenges/risks of Dutch automotive market in future</b></p> <p>Once it's clear MS Amlin understands the challenges currently faced by car dealers, we will focus on what the future will bring to the Dutch automotive market. A main focus will be the impact of increased use of electric vehicles and sustainable energy.</p> <p><b><u>The evolving risks in car dealership</u></b></p> <ul style="list-style-type: none"> <li>- <b>Increased use of electric vehicles</b> – and associated risks of their sale, use and storage</li> <li>- <b>Technology</b> – self-driving vehicles, cars with greater digital features requires greater/more specific training for staff and salespeople, business cybersecurity threats</li> <li>- <b>Climate change</b> – flooding, storms, (fires), threaten their site</li> <li>- <b>Air pollution regulations</b> – affecting availability of certain models</li> <li>- <b>Semiconductor shortage affecting stocks</b> – when will it end?</li> </ul>	<p><b>Focus: Showing expertise car dealer risk prevention and creating product awareness</b></p> <p>Once the current and future situation of the Dutch automotive market are explained and the end-user's challenges are presented, we will focus on communicating MS Amlin as an expert in car dealer risk prevention &amp; mitigation (through insurance).</p> <p><b><u>Car dealer risk prevention guide</u></b></p> <p>This guide will detail common risks faced by car dealers and methods to prevent them. e.g.</p> <ul style="list-style-type: none"> <li>• Weather &amp; how hail nets can prevent damage to fleets</li> <li>• Theft &amp; how to secure your vehicles</li> <li>• Flood damage &amp; how to avoid it</li> <li>• Etc.</li> <li>• &amp; how specialist garage insurance can help mitigate against inevitable/unpreventable risks to protect business efforts and earnings</li> </ul>	<p><b>Focus: Why MS Amlin's expertise in car dealer insurance makes them the partner of choice.</b></p> <p>Finally, we will present the specialist garage insurance policy of MS Amlin and its benefits in an attractive and digestible format for end-users to show our expertise and ease of purchase.</p> <p><b><u>Car Dealer's Guide to MS Amlin Specialist Garage Insurance</u></b></p> <ul style="list-style-type: none"> <li>• Present the key coverage of MS Amlin garage insurance for car dealers: what is/is not included in policy, USPs, benefits in one 1 A4 page</li> </ul> <p>→ Could be downloadable alongside video Q&amp;A with MS Amlin underwriter to provide a more human connection to the product</p>
Source	<a href="#">Current situation Postpandemic Trends Geopolitical Events Problems Car Dealer Website</a>	<a href="#">EV charging dealer business model</a> <a href="#">Autonomos mobility</a>	<a href="#">Risk Assesment Autodealer Risk Management vitasafety_guide_V2.pdf</a> <a href="#">Risk Engineering loss prevention Car cash flow Car dealership security</a>	<a href="#">Dealership Safety Checklists You Need Review Right Now • AutoRaptor Risk control guidance for motor traders - Allianz risk management</a>
Type of content	Blog post / article	Social media carousel	Ebook	1 page PDF (& video Q&A with underwriter)
Channel	Website + social media post + PR	Social media	Website + social media + email	Website + social media + email

# Audience 3: Raise Awareness MS Amlin Garage Insurance & Expertise (end users)

	Post 1	Post 2	Post 3	Post 4
Summary	<p><b>Focus: Showing awareness of current challenges for garage owners</b></p> <p>As we introduce our knowledge on the garage industry, we will start by educating the end-user about common challenges faced by Dutch garage owners in the current climate.</p> <p><b><u>Garage challenges to look out for in 2022</u></b> This first blog post will detail the primary challenges garage owners need to be aware of in 2022, related to:</p> <ul style="list-style-type: none"> <li>- Increased use of electric vehicles requiring greater breadth and specificity of staff expertise &amp; training</li> <li>- Parts inventory management</li> <li>- Finances – cash flow and overheads</li> <li>- Staff motivation</li> <li>- Access to the right technical information and diagnostics</li> <li>- Keeping up with technological advancements in automotive repairs</li> </ul>	<p><b>Focus: Showing expertise in garage risk prevention</b></p> <p>Once the user sees our knowledge of the garage industry, we build trust and credibility by communicating MS Amlin as an expert in car dealer risk prevention &amp; mitigation (through insurance).</p> <p><b><u>Garage risk prevention guide</u></b> This guide will detail common risks faced by garage owners and methods to prevent them.</p>	<p><b>Focus: building credibility through a successful case study (named or anonymised) of one of our garage clients.</b></p> <p><b><u>Named or anonymised case study</u></b></p> <ul style="list-style-type: none"> <li>- What were the challenges faced by the client</li> <li>- What were their specialist risks</li> <li>- How did MS Amlin help them mitigate and prevent them with tailored solutions</li> </ul> <p><i>Or (if not possible)</i></p> <p><b>Social media carousel</b> – benefits of MS Amlin garage insurance for garages with complex and specialist risks</p>	<p><b>Focus: Demonstrate the expert and comprehensive nature of our specialist cover in a digestible user guide to garage insurance.</b></p> <p>Finally, we will present the specialist garage insurance policy of MS Amlin and its benefits in an attractive and digestible format for end-users to show our expertise and ease of purchase.</p> <p><b><u>Garage Owner's Guide to MS Amlin Specialist Garage Insurance</u></b></p> <ul style="list-style-type: none"> <li>• Present the key coverage of MS Amlin garage insurance for garage owners: what is/is not included in policy, USPs, benefits in one 1 A4 page</li> </ul>
Source	<a href="#">Biggest challenges Garage holders</a> <a href="#">Top 6 Parking car business challenges</a>	<a href="#">Improving Garage Safety</a> <a href="#">Slide 1 (lowersrisk.com)</a>	<a href="#">Case study Garage owner</a> <a href="#">Challenges of Repairs today</a>	<a href="#">Garage Insurance Why important</a> <a href="#">Costs, Coverage, Providers</a>
Type of content	Blog post / article	Ebook	Case study	1 page PDF
Channel	Social Media + Website/landing Page	Social Media + Website/landing Page	Social Media + Website/landing Page	Social Media + Website/landing Page