



# Liberty Mutual Partner Portal

## Overview

July 2021



# New Digital Tool to Enhance Client Experience

Self-service partnership platform to help meet client and broker needs through on-demand documentation and templates.

## Site capabilities



**Increase client engagement** and employee participation to **drive incremental growth.**



Provide clients with **regularly updated communications** - when they want it & how they want it.



**Simplified** client management tools at your fingertips for **independent and proactive** management.

## Contents: what to expect?



### **Auto & Home Program Materials**

Grab the program material you need in a snap.



### **Content Videos**

View our educational videos on employee voluntary benefits.

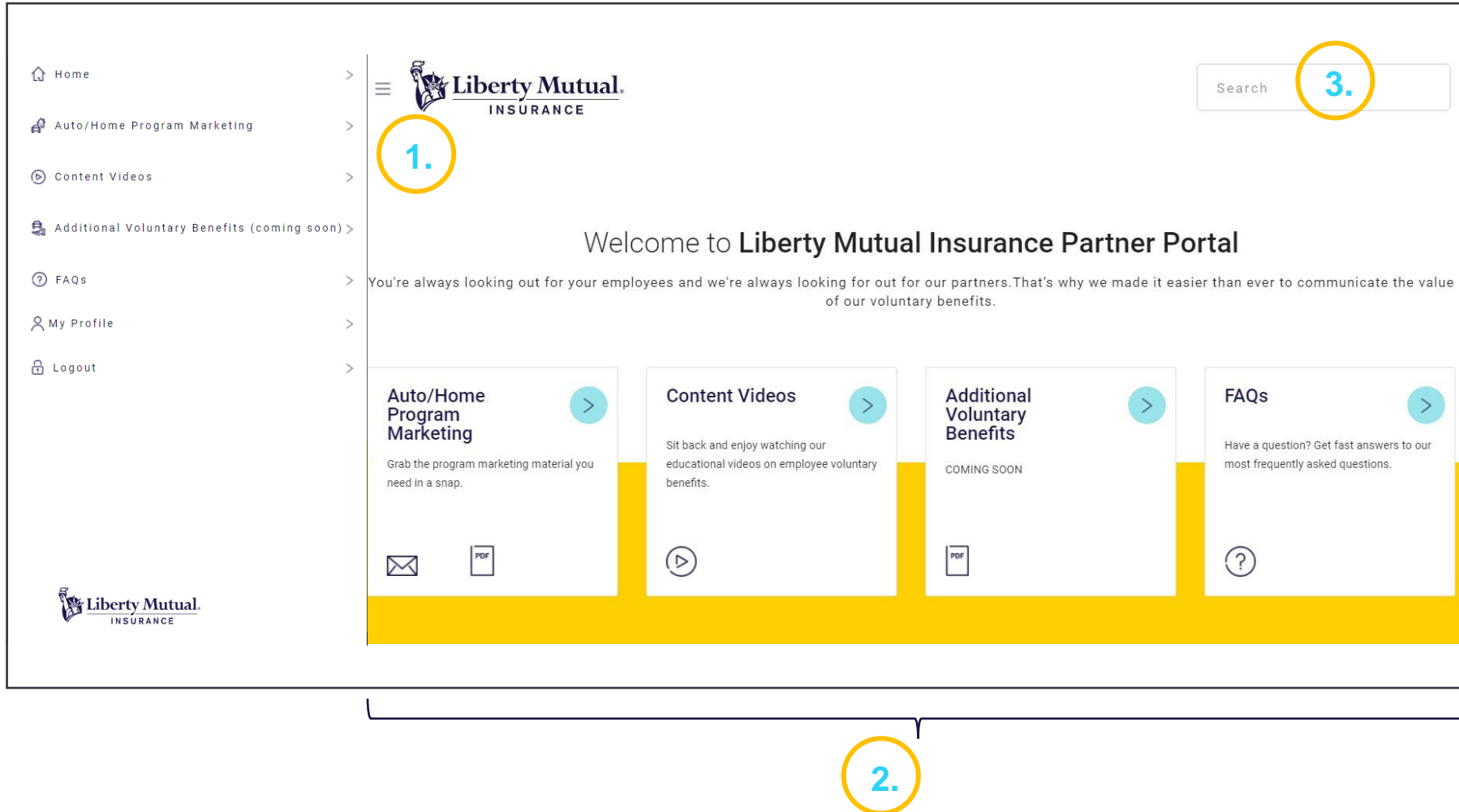


### **FAQs**

Get fast answers to our most frequently asked questions.



# Home Page



- 1. Navigation Panel-**  
Clicking the hamburger button pulls up a drop-down menu of linked content.
- 2. Main content** is easily accessible on the landing page.
- 3. Search Bar** – additional navigation support via the search feature.



# Auto/Home Program Marketing

1. **Marketing Components** – legally approved material readily available for download.

- Email communications
- Program copy
- Flyers
- Slides

2. **Toggle** between Email campaigns and additional program collateral.


3. **Hover** over marketing component for quick notes and tips to optimize content usage.

4. **Email URL's**- Your customized link is located here. Please follow the provided instructions to learn how to utilize this link in email campaigns.



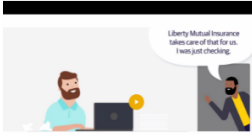
# Secondary Page Examples

## 3) Content Videos




Content Videos

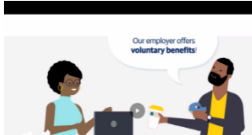
Auto & Home




**Affinity Email Marketing**  
See how we make email marketing flexible and hassle-free for our partners.



**Auto & Home Insurance**  
Auto and Home Insurance is a benefit with universal appeal that protects your employees and gives them peace of mind.




**Value of Voluntary Benefits**  
Voluntary Benefits are an easy way to reduce your employees' stress and help them achieve financial wellness.



**Discount Differentiators**  
Learn about what makes our voluntary benefits different from other carriers.

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## 4) FAQ Page



Frequently Asked Questions

Why is Liberty Mutual offering this service?

Who do I contact with questions about marketing materials?

I'm interested in additional Liberty Mutual voluntary benefits, who should I contact?

What voluntary benefits does Liberty Mutual offer?

For Liberty Mutual Group Voluntary Benefits, what size groups can you provide coverage/quotes for?

Why do I need to customize the URL within an E-Mail campaign?



# Questions?

If you have any questions regarding  
Liberty Mutual's employer benefits or the  
site's functionality, please contact  
[libertymarketingrequest@libertymutual.com](mailto:libertymarketingrequest@libertymutual.com)

