

LLOYD SADD INSURANCE BROKERS

Lloyd Sadd offers clients strong counsel, stability and consistency in pricing, and programs that are developed by identifying and managing risk.

Lloyd Sadd Insurance Brokers is an independently owned, vision-driven provider of insurance and risk management services to Alberta entrepreneurs. Lloyd Sadd was founded in 1941 and is a multi-generational success story because of its dedication to building relationships with the business community. Lloyd Sadd provides commercial and personal insurance, as well as risk management services to a host of public, private, and non-profit organizations.

Target Market(s):

- Long-term clients with ongoing insurance and advisory requirements
- Clients with complex challenges/needs
- Companies that align with target industries, who have a strong market demand for advisors who understand
- Based in Edmonton/northern Alberta

Primary Marketing Frustration:

Despite its intentions, Lloyd Sadd was unable to dedicate sufficient time and energy to execute planned marketing activities. Branding has also been fragmented and inconsistent across the company's various divisions. Marketing materials were produced by different divisions; therefore, the materials were designed differently, and did not communicate a common message.

Partnered with Incite: March 2007

Partnership Basis: signed on for a strategic marketing plan and became a Thrive™ client (outsourced marketing retainer program)

Objectives

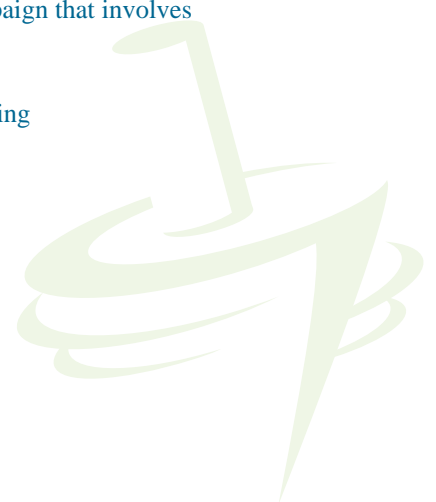
- To market effectively in a way that increases new business by 25% and meets total projected growth of 15% in 2007
- To position Lloyd Sadd Insurance as a strategic advisor with both current clients and prospects
- To increase Lloyd Sadd's name recognition within new and current target industries and become considered as a preferred resource

Description

Lloyd Sadd was looking for a more effective way to market the firm's reputation and services, and required assistance in developing a strategic marketing campaign and overall implementation. After discussing the possibilities with Incite Solutions Inc., Lloyd Sadd realized that Incite could offer the complete marketing package—from marketing planning and consultation to full campaign execution. Incite Solutions is now working with Lloyd Sadd on an exciting new marketing campaign that involves enhancing their branding and executing their marketing strategies.

As a new Thrive™ client, Lloyd Sadd has signed on for the following marketing strategies:

- Enhancement of sales templates and sales process
- Creation of a networking plan
- Implementation of a media relations program
- Website update and engagement in SEO
- Articles, case studies, postcards
- Event planning and execution



Expand Your Network:
Incite Solutions' clients
are invited to quarterly
networking events hosted by
Incite.

A screenshot of the Lloyd Sadd Insurance Brokers website homepage. The page has a dark purple header with the company logo and a navigation menu on the left. The main content area features a photograph of three business professionals in a meeting, with a dark purple banner overlaid that reads 'We Listen. We Think. We Deliver.' Below the photo is a section titled 'Lloyd Sadd Insurance Brokers' with several paragraphs of text. A large, light purple version of the company logo is positioned on the right side of the text. At the bottom right, there is a copyright notice and a navigation menu.

Our Firm
Commercial Insurance
Services & Products
VIP Personal Insurance
Personal Insurance
Contact Us

We Listen. We Think. We Deliver.

Lloyd Sadd Insurance Brokers

Lloyd Sadd Insurance takes time to understand your business, thus reducing your total cost of risk and helping you build a better organization. We are a commercial insurance broker who specializes in key sectors such as bonding, construction, technology, and hospitality. But we also strive to be more than just a neighbourhood broker, we want to be your trusted advisor who listens, thinks, and delivers services suited to your needs.

We listen. Our sector specialization and service philosophy are the foundations from which we develop long-term relationships with our clients. Our staff teams of sector experts strive to understand you and your business and ensure our strategic risk advisory services address the industries in which you operate. As your advisors, we listen because it is what we do best.

We think. Lloyd Sadd Insurance works with clients who have complex insurance and business needs, providing them with cost saving and proactive solutions. Our team of 30 staff members has the experience and talent to solve some of the most difficult insurance issues encountered by clients. Our team thinks about your complicated insurance situations, so you can run your business.

We deliver. Clients depend on Lloyd Sadd Insurance to provide professional advice and added-value services. We ensure clients receive practical advice that reduces their total cost of risk and helps drive their business forward. At Lloyd Sadd Insurance, we deliver unparalleled expert advice and services at competitive rates smoothly, efficiently, and when you need it most.

We Listen. We Think. We Deliver.

© 2007 Lloyd Sadd [Home](#) | [Privacy Policy](#) | [Site Map](#) | [Contact](#)

