

Overview of Main Street Marketing



Main Street Marketing
888-665-9913

Main Street Marketing® opens the door with a warm and favorable response.

It is a cause-related marketing program designed to generate positive community exposure.

Main Street partners with many large corporations, non-profit organizations and small business owners.

Our clients use **Main Street** for

- ***Sales & Retention***
- ***Leads Generation***
- ***Community Exposure***

Main Street will help separate you
from the competition!



A valuable gift and a conversation starter.

Utilize the **Home Organizer**® software or any of our **Digital ID Apps** as a gift that shows you care!

Home Organizer is a *virtual filing cabinet* designed to help organize recipes, monthly bills, important documents and family photos. Our various **Digital ID Apps** help protect family members, pets and belongings.



Receive Embedded Advertising!

Every time Home Organizer or one of the Apps is started, they will display an advertisement for your agency.

Use this technology for co-branded advertising with other businesses in your community!

Receive a customizable **Member webpage** linked to all your **Home Organizer** and **App** installations.



Sales and Retention

Main Street is easily incorporated with your current prospecting and marketing activities.

It provides an excellent **Pivot Tool** for guiding conversations with prospects and clients. It is also perfect to use while scheduling policy reviews and a great promotion for new clients. The subject of “**protection**” creates terrific **referral opportunities**.



Leads Generation



Main Street has developed an exceptional system for leads generation – **specifically with Event Marketing**. Our methods produce tremendous results when compared to the results of other traditional lead sources.

The various components of **Main Street** present numerous possibilities for different prospecting opportunities and will open doors for invitations you will not receive without **Home Organizer** or our **Digital ID apps**.

Community Exposure

Participating in **Main Street Marketing** creates *positive community exposure*.

Use **Main Street** to develop relationships with your local police and fire departments and also with *centers of influence* and *referral groups*, such as:

- *Doctors*
- *Dentists and Orthodontists*
- *Veterinarians*
- *Civic organizations*
- *Small business owners*

We have developed turnkey marketing programs for **Apartment Complexes**, **Day Care facilities** and **Public and Private Schools**.

All **Members of Main Street** receive Splash Screen Advertising, customizable Member webpage, Training, and access to the Download Center, Design Center, and Sales and Marketing materials.



Account Options

Individuals may choose either **Standard, Pro** or **Premier Account** options.

Standard Account is \$29.95 per month or \$295 per year

Pro Account is \$39.95 per month or \$395 per year

Premier Account is \$59.95 per month or \$595 per year

STANDARD

- Up to 5 splash screens advertisements
- Up to 20 Home Organizer installations per month from our internet Download Center

PRO

- Up to 25 splash screens advertisements
- 100 installations per month from Download Center
- 5% Discount on all items at the MSMS Store

PREMIER

- Up to 50 splash screens advertisements
- Unlimited installations per month from Download Center
- 10% Discount on all items at the MSMS Store

Read our Membership Options PDF for additional information.

District Account

We also offer **District Accounts** designed to help **District Managers** lend a hand to their agents.
If you are a District Manager, please view our **District Account webpage**.

Click to Join
Now!



Welcome to Main Street!

