

KEEPING CLIENTS INFORMED AND ENGAGED

ABOUT MAVCO INSURANCE AGENCY

Mavco is a Chicago-area independent insurance agency. The principals engaged Straight North to develop an email campaign to give clients insight and tips for maintaining proper personal and business insurance coverage.



STRATEGY

Our content strategy centered on providing brief, scannable industry insights to enable subscribers to extract high value from minimal text. In addition, we designed strong contact design elements to encourage subscribers to communicate with Mavco to learn more.

KEY TACTICS

- Planned topics that coincide with relevant events.
- Informed clients about all the insurance coverages Mavco provides.
- Implemented a responsive design so subscribers can easily read emails on desktops, tablets and smartphones.

RESULTS

OPEN RATES: STRONG

Our email campaign produced exceptionally high open rates, compared to both industry averages and also the client's past campaigns.

HIGH MARKS

The email campaign made it easy for Mavco clients to make contact and built Mavco's reputation as a thought leader.

AMAZING FACT

SETTING THE STANDARD

According to MailChimp, the insurance industry's average open rate is 19.68 percent. Since January 2014, Mavco's average open rate is 28.73 percent.

"We've gotten many inquiries and questions as a result of our emails. We're extremely happy with the results, and with Straight North in every respect."

Marianne Cossmann, Vice President
MAVCO INSURANCE AGENCY

MAVCO
INSURANCE AGENCY, INC.



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