

Marketing Support Services



CUSTOM DISABILITY SOLUTIONS

A Division of Reliance Standard Life Insurance Company

Strategic Marketing

With a seemingly boundless range of options for marketers to use in their promotional mix including email marketing, public relations, direct mail, advertising, promotions, social media and media relations, strategy is key.

As our client, you are provided with your own specialized disability marketing team. We will work with you to enhance your current marketing activities and help you:

DELIVER YOUR MESSAGE

POSITION YOUR PRODUCTS

SECURE MORE SALES OPPORTUNITIES

Strategic marketing services include:

- Support with strategy and planning
- Consultation on messaging
- Input on value story
- Marketing toolbox development

Creating quality and effective sales collateral is essential to successful marketing. We collaborate with you to help bolster your existing materials or create new ones.

Collateral development services include:

- Sell sheets
- Brochures
- Interactive presentations, e-books
- Talking points
- Web content, including webinars, podcasts and online poll support
- Refining and enhancing existing marketing materials
- Editing and reviewing of materials

Access To Disability Information

As a client, you receive three CDS e-newsletters - [The Source](#), [The Source Express](#) and [Sheri's Marketing Scoop](#). Each of these e-newsletters provides you with educational and informative articles that comment on trends in the industry.

Distribution schedule:

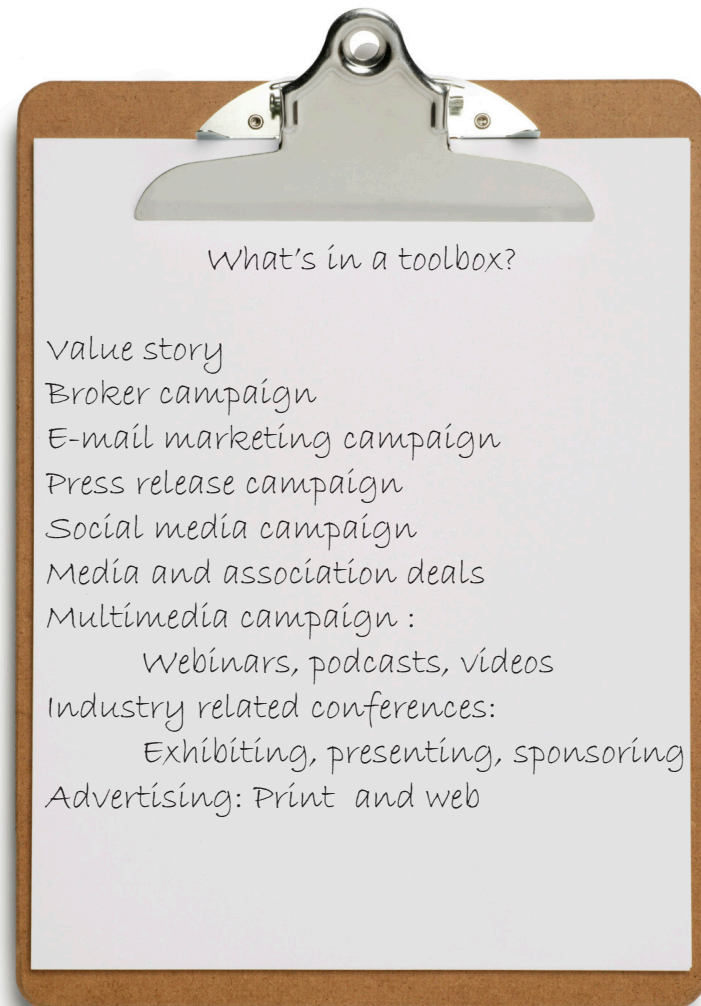
The Source - Quarterly

The Source Express - When news happens

Sheri's Marketing Scoop - Twice a quarter

Building your marketing toolbox

CDS' marketing team assists you in the development of marketing toolboxes and campaigns that fit within your business needs and goals. By tailoring these tools to your audience, you have a one-stop shop of options when strategizing how to generate more inbound leads, maintain customer expectations and keep consumers engaged with your products and services.



Develop. Differentiate. Deliver.

For more information on how to start your disability marketing strategy, please contact your CDS Marketing Team:

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