

# 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.*

## Corporate/Company Account

We also offer **Corporate Subscriptions** designed for companies that want to utilize **Main Street** with their sales force or representatives. Corporate packages offer volume discounts. For information, please view our **Corporate Subscription webpage**.

# Welcome to Main Street!

Click to Join Now!

JOIN US