

# Brumfield Insurance Agency – Win Back Campaign

## Email #1

**Subject:** We miss you, **(NAME)**!

Hello **(NAME)**,

We hope you are doing well. We wanted to take a moment to let you know how much our relationships with those in Stockbridge, GA, mean to us. Although it has been a while since we talked, we have not forgotten about you.

In order to preserve our agency's relationships, here is a reminder of our priorities:

- Simplifying the insurance process for our customers
- Educating our clients on their coverage options and ensuring timely services
- Providing all customers with an insurance policy that is customized to meet their needs

Is your current insurance company meeting these goals or your other requirements? If you're looking for a different insurance company, we welcome you back. We would love the opportunity to speak with you again about your insurance needs. To schedule a call with us, click the link below.

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## Email #2

**Subject:** **(NAME)**, You Are More Than Just Another Client

When you first talk with a new business, the focus is on making you a paying customer. Once you become a customer, it can be hard to get the support you need.

At Brumfield Insurance Agency, this is where we distinguish ourselves. Beginning with our first meeting or phone call, the focus is on your needs. It is your policy, so fulfilling your needs while meeting your budget is our main priority. Our focus is just the same every time you learn you need to adjust your coverage.

We pride ourselves on delivering top quality customer service, whether you are a new client or have been with us for years. We invite you to schedule a discussion with us to talk about your current policy. This discussion will help us get an updated understanding of your needs so we can best serve you.

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### Email #3

**Subject:** (NAME), We Are Stronger Together

(NAME),

When buying a product or choosing a service, we often think about our own needs only. Although many of us would love to volunteer and give back to our community, we simply do not have the time.

After (#) years as part of the Stockbridge, GA community, we still strive to have a significant local impact. We work to accomplish this goal by offering more than just our services to the community. For example, we support Autism Speaks and the Veteran's Support Group. Our team also focuses on the future of the community and donates supplies to students and teachers of local schools. When you become a Brumfield Insurance Agency client, you gain quality insurance as well as help us support others.

While we look to help the community at large, we never overlook the needs of individuals like you. Our team is ready to assist you in finding insurance for the unpredictable times in your life. To meet with our team about your insurance needs, click the link below.

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### Email #4

**Subject:** Go with What You Know, (NAME)

(NAME),

In a world full of the unknown, familiar names and faces offer a sense of security. At Brumfield Insurance Agency, we believe nothing is more important than your confidence in your insurance company and current policy.

This belief is why we work to ensure your satisfaction in the beginning and throughout your time with us. We pride ourselves on having connections with many well-known insurance industry leaders. These industry leaders include Nationwide, Travelers, Progressive and many more. Finally, all our insurance carriers are A+ rated to give you even more of the sense of security you deserve.

Don't trust just anyone to insure your car, home or life – go with who you know. Reach out today to discover what reliable policy options are available just for you.