



PSM MARKETING HUB

Marketing Catalog

Discover marketing that's not just accessible but intuitive. With the **PSM Marketing Hub**, you're equipped with everything you need to capture attention, foster relationships, and grow your business. Exclusively for PSM Brokerage agents, these resources are crafted to help you shine.

@psmbrokerage.com

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Digital Marketing

Social Media Campaigns Email Engagement Campaigns Webinar Presentations

Custom Solutions

Event Materials Custom Promotional Items



For agent use only.

@psmbrokerage.com | (800) 998-7715



Disclaimer:

The materials and templates provided in this catalog are for sample and illustrative purposes only. All final marketing pieces are subject to a compliance review and must include the appropriate carrier disclaimers and approval codes prior to use.



Logo Design Business Card Design Corporate ID Packages

Brand Development



Trust and Credibility

A strong brand builds trust and credibility with your audience. When your business presents itself in a professional and consistent manner, it sends a message that you are an industry leader and an expert in your field. This perception makes customers more likely to trust your products and services. Our Value-Added Services include custom logo design, Letterhead design and business card design.



Logo Samples

A strong logo and cohesive branding create a powerful first impression. When your business showcases a polished and consistent visual identity, it signals professionalism, reliability, and attention to detail.

PSM Guide to Branding









Business Cards

A well-designed business card leaves a lasting impression. When you hand someone a card that looks polished and professional, it reflects the quality and credibility of your business. It's a small detail that speaks volumes, making it easier for potential clients and partners to remember you and feel confident reaching out.



We'll design a business card fully customized with your logo, brand colors, and personal details.



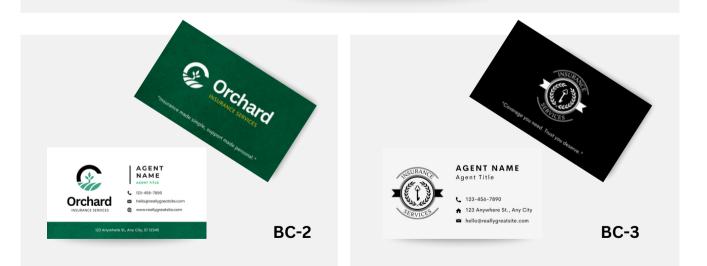
Agent Name Agent Title

+123-456-7890 www.reallygreatsite.com

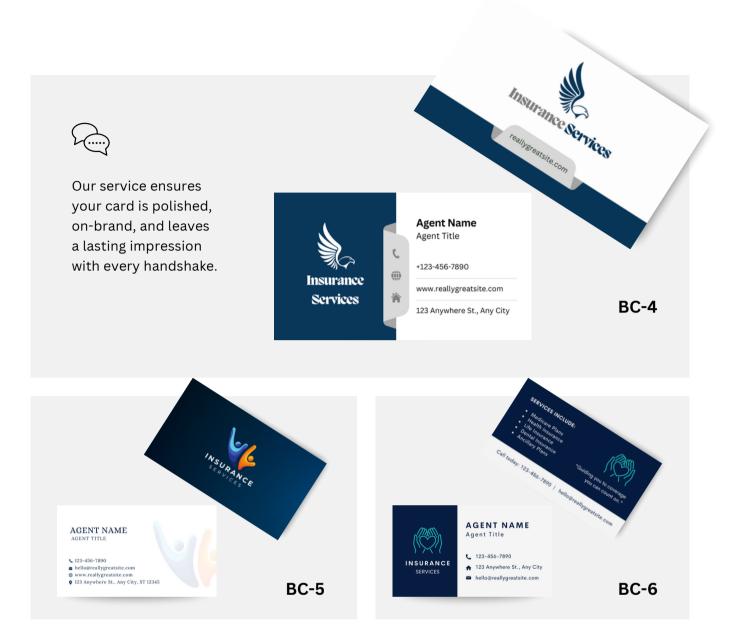
BC-1

Complete

www.reallygreatsite.com







Effective Mission Statements

- "Protecting your future with personalized insurance solutions."
- "Guiding you to coverage you can count on."
- "Your partner in building a safer, more secure tomorrow."
- "Simplifying insurance so you can focus on what matters most."
- "Coverage you need. Trust you deserve."
- "Helping families and businesses plan, protect, and prosper."
- "Insurance made simple, support made personal."
- "Empowering clients with protection and peace of mind."

Postcards Promotional Flyers Trifold Brochures

Traditional Marketing



Bold Impressions

Traditional advertising tools like flyers, brochures, and postcards not only reinforce your brand's credibility they also work as tangible, targeted touchpoints that attract new leads and customers.

When your materials are professionally designed and consistently branded, they help position your business as trustworthy and established, making people more likely to engage with your services and take action.

> **Our Value-Added Services include** custom postcards, promotional flyers and trifold brochures.



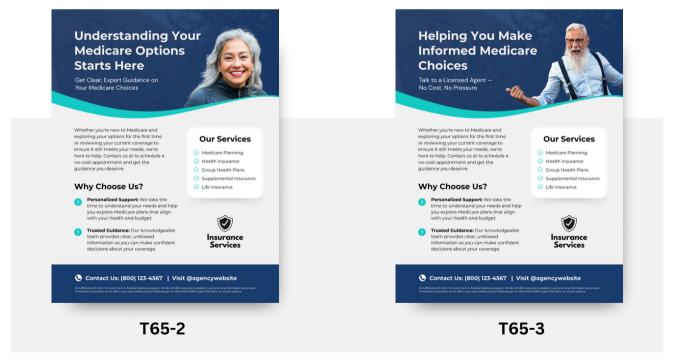
Medicare Turning 65

Medicare Flyers

Medicare

Turning 65







Medicare Turning 65

Medicare Flyers



Using Turning 65 flyers is a smart, cost-effective way for insurance agents to connect with high-intent prospects right when they need help the most. These flyers build local visibility, position you as a trusted Medicare resource, and drive inbound leads without high-pressure tactics.

Whether handed out at community events or mailed to your area, they open the door to meaningful conversations, build brand recognition, and turn turning-65 prospects into loyal clients.



Medicare Switching Plans

Medicare Flyers



P

Medicare Switching Plans

Medicare Flyers



Using Medicare plan comparison flyers is a smart, cost-effective way for insurance agents to connect with seniors who may be ready to switch plans. These flyers position you as a trusted, local Medicare resource and help you reach high-intent prospects without using high-pressure tactics.

Whether distributed through mail, senior centers, or community events, they spark meaningful conversations, build trust, and guide seniors toward coverage that better fits their current needs — turning interested shoppers into loyal clients.



Medicare DSNP

Medicare Flyers







Medicare DSNP

Medicare Flyers

Medicare + M See Your Op		See If a DSNP Plan Is Right for You.
If you have both Medicae and Medicae id, you may qualify for a special kind of Medicae plan. Medicae plans are called Dual Special Needs Plans (DSNP) and they are designed to such programs. Work Deep Lans and they are designed to such programs. Work Deep Lans and they are designed to such programs. Work Deep Lans and Medicae Lans and the serify the such program. Image Lans and the series of the serie	<section-header><section-header><section-header><section-header><text></text></section-header></section-header></section-header></section-header>	<text><text><section-header><section-header><section-header><section-header><section-header><section-header><section-header><text><text><text></text></text></text></section-header></section-header></section-header></section-header></section-header></section-header></section-header></text></text>
Contact Us: (800) 123-4567 Visi Visi		Contact Us: (800) 123-4567 Visit @agencywebsite Veldender service falle fallender service falle fallender service falle fallender service fallender fallen
DSNP-4		DSNP-5

Using DSNP Medicare flyers is a smart, cost-effective way for insurance agents to connect with dual-eligible individuals who may benefit from a plan designed for those with both Medicare and Medicaid. These flyers position you as a knowledgeable, local resource and help you reach a qualified audience without using high-pressure tactics.

Whether distributed through mail, clinics, pharmacies, or community centers, DSNP flyers open the door to meaningful conversations, build trust, and guide eligible individuals toward plan options that may better support their healthcare needs — turning awareness into opportunity.



ACA Health Plans

ACA Health Flyers

ACA-1

ACA Health Plans







ACA Health Plans

ACA Health Flyers

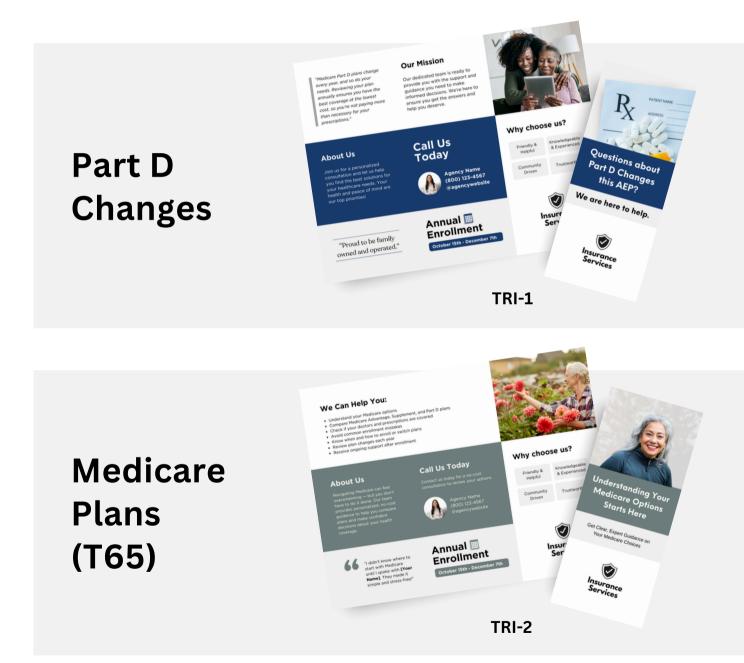


Using ACA health plan flyers is a smart, cost-effective way for insurance agents to connect with individuals and families who may qualify for affordable coverage through the Health Insurance Marketplace. These flyers position you as a knowledgeable, local resource and help you reach eligible consumers without relying on high-pressure tactics.

Whether distributed through mail, community centers, local businesses, or events, ACA flyers spark meaningful conversations, build trust, and guide people toward plan options that fit their needs and budget — turning awareness into enrollment opportunities.



Trifold Brochures



Trifold Brochures

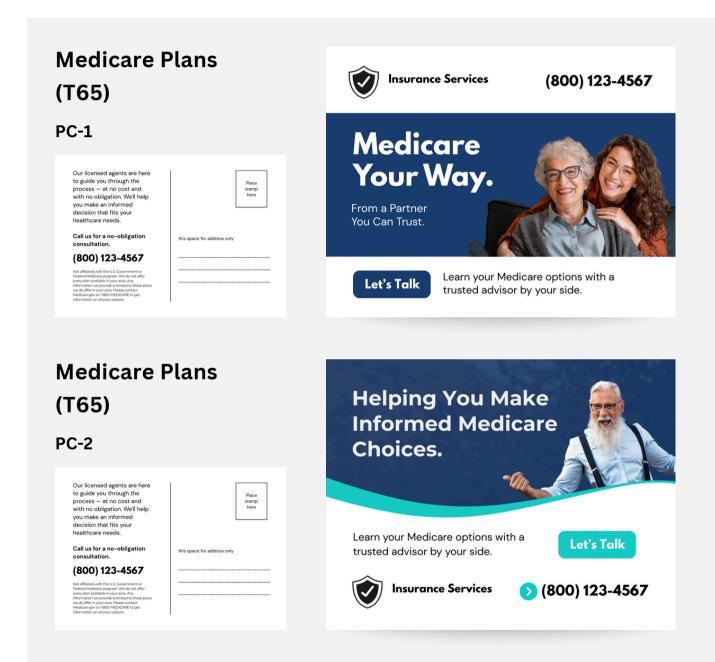


TRI-4



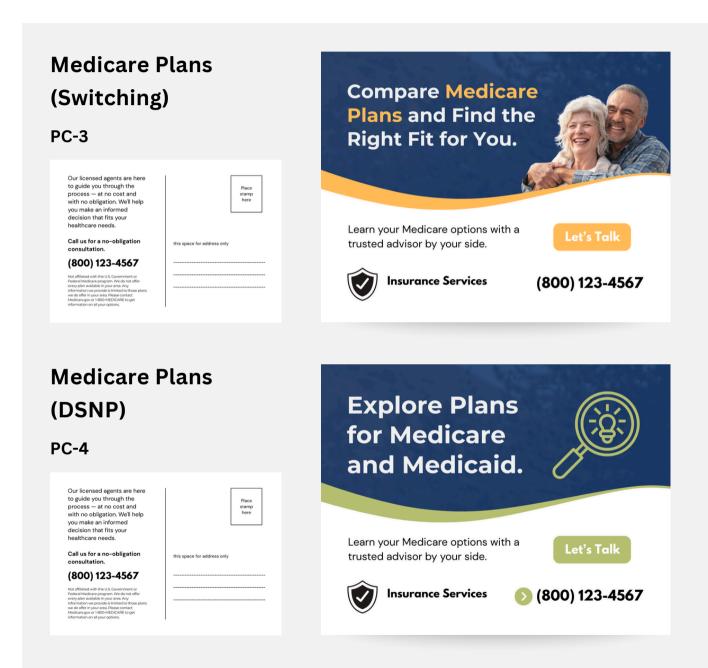
Postcard Designs





Postcard Designs

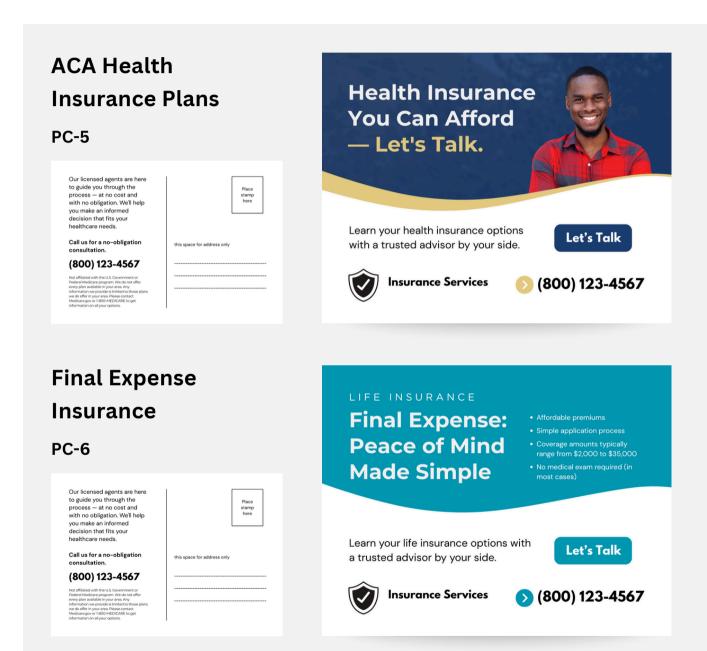
AOST OFFICE





Postcard Designs







the schedule a time to ations together. ing

At [Agency Name], we understand that navigating Medicare can feel overwhelming. That's why we're here - to help you understand your options and feel confident about your coverage decisions. Whether you're new to Medicare or simply reviewing your existing coverage, we'll walk you through your options with personalized support and clear guidance every step of the way. Choosing the right Medicare plan is important - and you don't have to do it alone. Let [Agency Name] be your trusted resource for making informed, confident decisions about Ready to help with your Medicare. your healthcare.

Joyce Jones 123 Unknown Rd Anywhere USA 12345

Dear Joyce,



Agent Name Contact informati

Wisit @agencywe

Call (800) 123-4

- support whenever you need it
- Stay confident and informed with ongoin
- Compare plans based on your specific healt Simplify the enrollment process with clear,
- Understand your Medicare options Original Medicare, Medicare Advantage, Prescription
- Our experienced team is ready to help you:





Personalized Letters

Prospecting Letters



PL-1

PL-2



Retention Letters



Annual Review

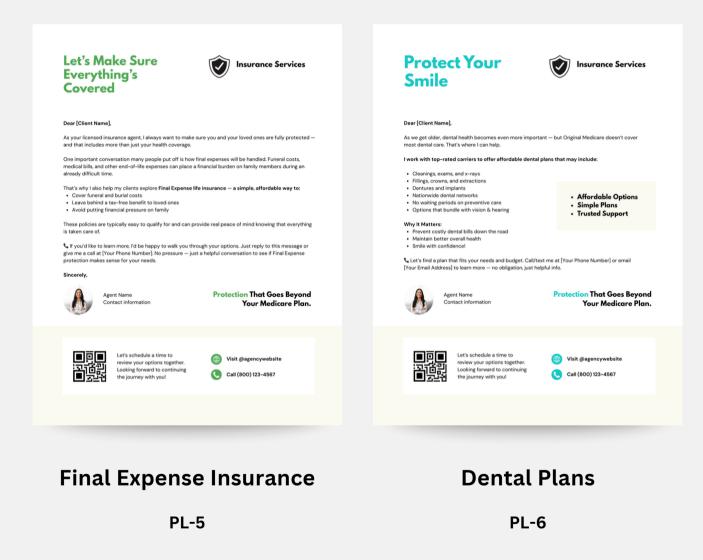
PL-3

AEP Pre-Approach

PL-4



Cross-Selling





Social Media Campaigns Email Engagement Campaigns Webinar Presentations

Digital Marketing



A strong digital presence builds trust and credibility with your audience.

When your social media campaigns, email engagement campaigns, and webinar presentations are consistent, professional, and aligned with your brand, they send a powerful message that you are a leader and expert in your field. Our Value-Added Services

include social media campaign development, email engagement campaign creation, and webinar presentation support.



Medicare Plans (T65)

Facebook Ads

FA-1

Guiding You Through Medicare with Confidence





Understanding Your Medicare Options Starts Here

Get clear, expert guidance on your Medicare choices.

Get Started



Helping You Make **Informed Medicare** Choices







FA-2

Medicare Plans (T65)

Facebook Ads

Your Partner in Navigating Medicare Plans

This campaign reinforces your role as a trusted guide, helping clients feel supported and confident as they explore their Medicare options with you.

Your Partner in Navigating Medicare Plans

Start your Medicare Journey with confidence.

Begin Today

Simplifying Medicare

Get Clear, Expert Guidance on Your Medicare Choices

Compare Medicare Plans



Explore your coverage options today.

FA-5

Simplifying Medicare: Explore Your Coverage Options

This campaign focuses on education and clarity, making it easier for clients to understand their Medicare choices.



For agent use only.

FA-4

Medicare Plans (Switching)

Facebook Ads

FA-6

Medicare Plans (Switching)

Reviewing Your Medicare Plan? Let's Explore Your Options. Talk to a Licensed Agent you can trust.

Not Sure Your Current Medicare Plan Still Fits?

We Can Help.

Talk to a Licensed Agent you can trust.

Compare Medicare Plans and Find the Right Fit for You.

Medicare options.

Talk to a Licensed Agent today.







FA-7

Medicare Plans (Switching)

FA-9

Facebook Ads

It Might Be Time to Take Another Look at Your Medicare Coverage.

This campaign positions you as a helpful resource—not a salesperson—making it easy to start meaningful Medicare conversations.

It Might Be Time to Take Another Look at Your Medicare Coverage.

It's worth reviewing your Medicare options.

> Compare Plans

See If a Different Medicare Plan Could Better Meet Your Needs.

Explore your coverage options today.

Compare Plans



See If a Different Medicare Plan Could Better Meet Your Needs.

This campaign encourages clients to compare options and consider whether a different Medicare plan might offer better coverage.



Medicare Plans (DSNP)

Facebook Ads

Medicare

Plans

(DSNP)

FA-11

Medicare + Medicaid?

See Your Options.

Talk to a Licensed Agent you can trust.

Learn More

 See If a DSNP Plan
 Bandard Stress

 It's worth reviewing
 Learn More

Have Medicaid and Medicare? Let's Review. Get clear, expert guidance on your Medicare choices.

FA-12

FA-13



Medicare Plans (DSNP)

Facebook Ads

Dual-Eligible? Let's Talk Coverage.

This campaign targets clients who qualify for both Medicare and Medicaid, prompting them to connect with you to explore plans that maximize their dual-eligible benefits.

Dual- ↔ Eligible?

Let's Talk Coverage.

Get clear, expert guidance on your Medicare choices.

Learn More

Explore Plans for Medicare and Medicaid.

Talk to a Licensed Agent — No cost, no pressure.

Get Started

FA-15

Explore Plans for Medicare and Medicaid.

This campaign is designed to reach dualeligible individuals and guide them through plan options that coordinate Medicare and Medicaid for more complete coverage.



For agent use only.

FA-14

ACA Health Plans

Facebook Ads

FA-16

Need Health Coverage?

See Your Options.

Talk to a Licensed Agent you can trust.

ACA Health Plans

Get Help Choosing the Right ACA Plan.

Talk to a Licensed Agent you can trust.



FA-17

Enroll in Health Coverage That Fits Your Budget.







ACA Health Plans

FA-19

Facebook Ads

Health Insurance You Can Afford — Let's Talk.

This campaign speaks to cost-conscious clients, opening the door to conversations about affordable health insurance options, including ACA and other low-cost plans.

Health Insurance You Can Afford — Let's Talk.

Talk to a Licensed Agent you can trust.

Let's Go

Uninsured? Let's Fix That.

Health coverage doesn't have to be complicated — or expensive.

Talk to a Licensed Agent — No cost, no pressure.

Get Started Now



FA-20

Uninsured? Let's Fix That.

This campaign speaks to cost-conscious consumers, opening the door to conversations about affordable health plan options, including ACA and subsidy-eligible coverage.



Webinar Presentations

WP-1





WP-2

ACA Health 101 Presentation





Webinar Presentations

WP-3

Life Insurance 101

No one likes to dwell on life insurance, but if someone relies on you financially, it's a conversation you can't ignore. The good news? Getting life insurance doesn't have to be complicated—or dull. We're here to answer common questions, so you can make informed choices and ensure your loved ones are financially protected.



WP-4

Disability Income 101 Presentation

Life Insurance 101

Presentation

PSMBrokerage Your trusted FMO since 2006

Disability Income Insurance

Protecting Your Financial Future



Event Materials Custom Promotional Items

Custom Solutions



Professional Materials. Memorable Results.

Professionally designed event materials like banners, table displays, and handouts create a polished, consistent presence that builds trust and draws attention at conferences, expos, and community events.

They help you stand out in a crowded space while reinforcing your brand and making your message memorable.

> Our Value-Added Services include custom event materials and one of a kind marketing pieces.



Event Materials



Bring Your Brand to Life

Stand out at events with polished banners, eye-catching displays, and professional handouts that build trust and show clients you mean business. We'll help you look the part—so you can focus on making connections that count.





Putting It All Together

A multi-channel marketing approach—using letters, emails, social media, and educational materials—helps you **reach more clients, build stronger brand recognition, and increase trust.**

When all your materials are consistent, polished, and on-brand, they reinforce your professionalism and make your message more impactful. It's a powerful way to stay top-ofmind and grow your business with confidence.





(800) 123-4567



Our team can help you understand your Medicare options and find a plan that fits your health needs and financial goals — with the same personalized care and service you expect from us.







Agent Name Contact information

Learn your Medicare options with a trusted advisor by your side.





(800) 123-4567

Medicare Your Way.

From a Partner You Can Trust.



Our team can help you understand your Medicare options and find a plan that fits your health needs and financial goals — with the same personalized care and service you expect from us.



Let's Talk



Agent Name Contact information

Learn your Medicare options with a trusted advisor by your side.



Our Value-Added Services empower you to grow your business through professional social media campaigns, engaging email outreach, and impactful webinar presentations.

SAMPLE

Insurance Services

guidance every step of the way.

confident decisions about your healthcare.

Let's Talk

(800) 123-4567

Nedicare Your Way. From a Partner You Can Trust. Whether you're new to Medicare or simply reviewing your existing cover

☎ (800) 123-4567

Insurance Services

Medicare Your Way.

Choosing the right Medicare plan is important - and you don't have to do it alone.

Let [Agency Name] be your trusted resource for making informed, confident decisions about your healthcare.

Let's Talk

@psmbrokerage.com | (800) 998-7715

Wilewei you is new to receive or antipy is viewith personalized support and clear We'll walk you through your options with personalized support and clear envidence or on other of the we'r

Choosing the right Medicare plan is important — and you don't have alone. Let [Agency Name] be your trusted resource for making info

Ready to help with your Medicare.

Learn your Medicare options with a trusted advisor by your sid

Insurance Services

"Having a partner that offers a true turn-key solution for all my marketing needs—from branding to campaign design and execution—has been a game-changer. " (800) 1

Medicare Myth vs. Fact

(800) 123-4567

- and unfortunately, there's here. We're here to help you you can make confident, r healthcare.



in Medicare when I turn 65."

but if you're not already receiving Social Security during Your Initial Enrollment Period.

ing. You may still have deductibles, copayments, 7, and hearing — unless you choose a plan that

n enroll anytime."

g them could mean late penalties or gaps in



Insurance Services

Medicare 101 Guide

A straightforward guide to help you navigate your Medicare journey with confidence.

P

Getting Started

Ready to Customize Your Marketing?

Click the link or scan the QR code to place your order. Just let us know which templates you'd like to use, and we'll customize them with your branding, contact info, and any required disclaimers. It's fast, easy, and tailored to you.

Place Order



Turn-around takes anywhere from 2-7 business days depending on your selections.



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