



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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Traditional Marketing

Postcards Promotional Flyers Trifold Brochures

Digital Marketing

Social Media Campaigns Email Engagement Campaigns Webinar Presentations

Custom Solutions

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Custom Promotional Items





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.

Brand Development

Logo Design Business Card Design Corporate ID Packages



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















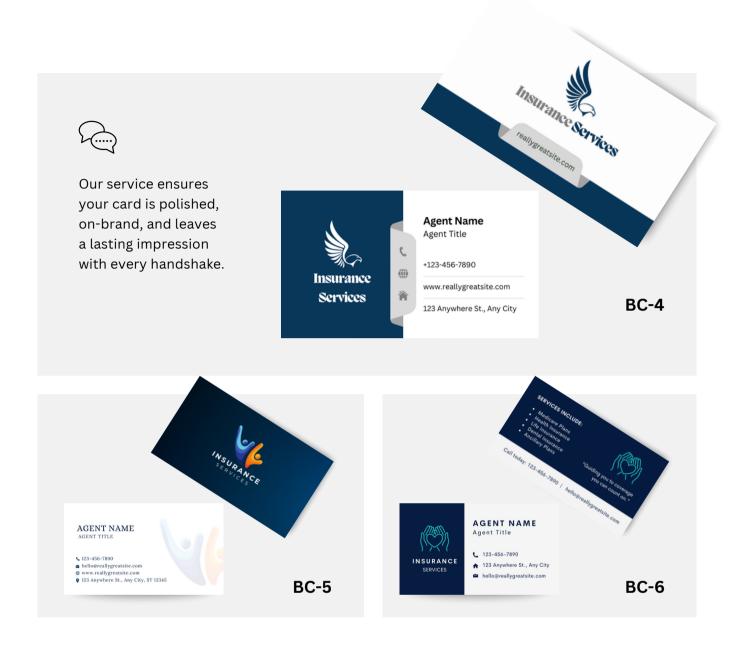




Business Cards

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. www.reallygreatsite.com We'll design a business card fully customized with your logo, brand colors, and personal details. **Agent Name** +123-456-7890 Agent Title www.reallygreatsite.com BC-1 AGENT NAME ♠ 123 Anywhere St., Any City hello@reallygreatsite.com BC-2 BC-3





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.

T65-1



Medicare Turning 65





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





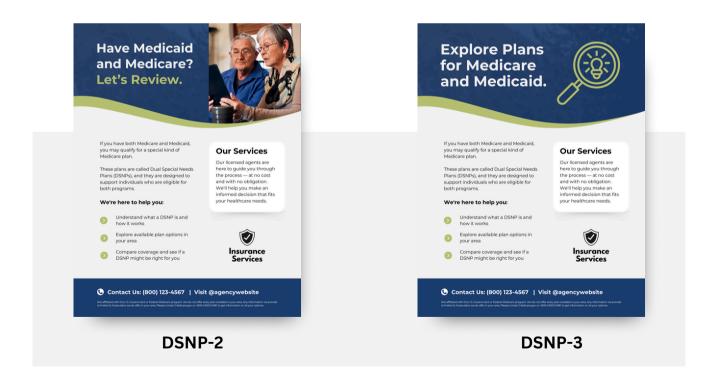
Using Medicare plan comparison flyers is a smart, cost-effective way for insurance agents to connect with seniors who may be ready to switch plans. These flyers position you as a trusted, local Medicare resource and help you reach high-intent prospects without using high-pressure tactics.

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.

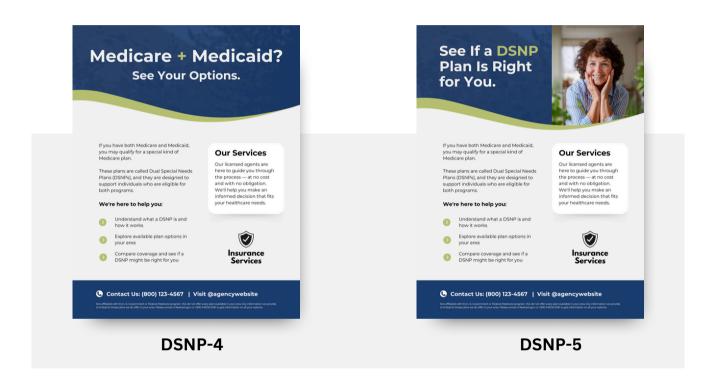
DSNP-1

Medicare DSNP









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 Flyers

ACA-1

ACA Health Plans

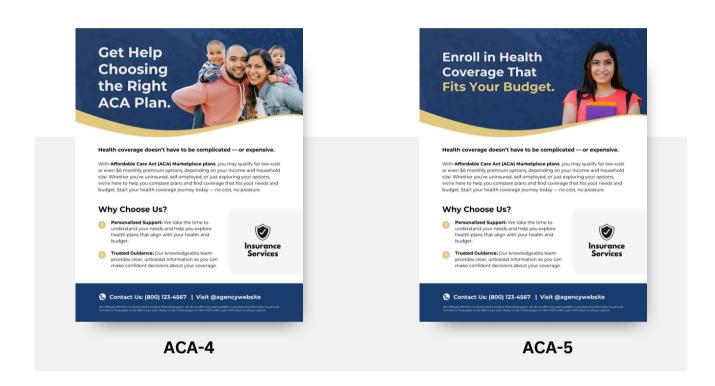








ACA Health Flyers



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

Part D Changes



Medicare Plans (T65)





Trifold Brochures

Medicare Plans (Switching)



Final Expense





Postcard Designs



Medicare Plans (T65)

PC-1





Medicare Plans (T65)

PC-2







Postcard Designs



Medicare Plans (Switching)

PC-3





Medicare Plans (DSNP)

PC-4







Postcard Designs



ACA Health Insurance Plans

PC-5





Final Expense Insurance

PC-6





Personalized Letters

Medicare Your Way.



Joyce Jones 123 Unknown Rd Anywhere USA 12345

At [Agency Name], we understand that navigating Medicare can feel overwhelming. Dear Joyce, 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.

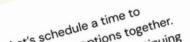
- Our experienced team is ready to help you: Understand your Medicare options — Original Medicare, Medicare Advantage, Prescription
 - Compare plans based on your specific healt.
 - Simplify the enrollment process with clear,
 - Stay confident and informed with ongoin
 - support whenever you need it



Agent Name Contact informati

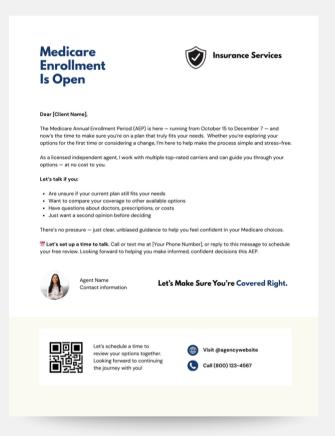


Wisit @agencywe Call (800) 123-4



Prospecting Letters





Medicare (T65)

PL-1

Medicare (AEP)

PL-2

Retention Letters





Annual Review

PL-3

AEP Pre-Approach

PL-4

Cross-Selling





Final Expense Insurance

PL-5

Dental Plans

PL-6



Digital Marketing

Social Media Campaigns Email Engagement Campaigns Webinar Presentations



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.



FA-1

Medicare Plans (T65)







FA-2 FA-3

FA-4

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.





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.

FA-6

Medicare
Plans
(Switching)







FA-7 FA-8

FA-9

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.





FA-10

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.

FA-11

Medicare Plans (DSNP)







FA-12 FA-13

FA-14

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.





FA-15

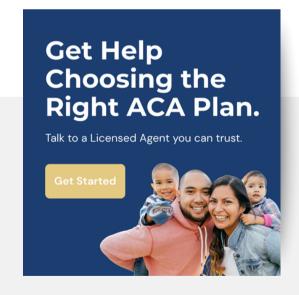
Explore Plans for Medicare and Medicaid.

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

FA-16

ACA Health Plans





Enroll in Health Coverage That Fits Your Budget.

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

Get Started

FA-17 FA-18

FA-19

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.



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

Medicare 101 **Presentation**



ACA Health 101 Presentation



Webinar

Presentations

Life Insurance 101 Presentation

PSMBrokerage Life Insurance 101 Helping You Make Smart, Confident Life Insurance Decisions A Client Education Presentation

Disability Income 101 Presentation



WP-3

Webinar Presentations

WP-5

Long-Term Care
Insurance 101
Presentation



101 Presentations

101 presentations are a powerful way for insurance agents to share important information in a professional, polished format that builds trust and credibility with their audience. These presentations help simplify complex topics like Medicare, ACA, or life insurance, positioning you as a knowledgeable guide—not just a salesperson.

Whether delivered **in-person at libraries, senior centers, or virtual via Zoom**, these sessions create opportunities to educate without pressure, demonstrate your expertise, and encourage follow-up conversations. A well-structured presentation turns curiosity into confidence and opens the door to long-term client relationships.



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.

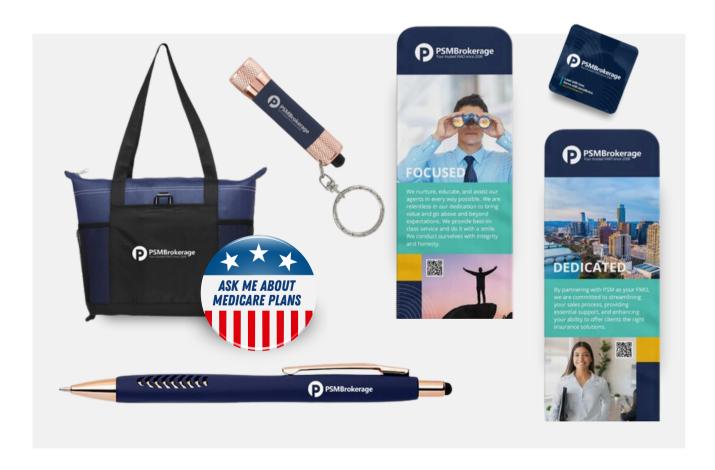
Our Value-Added Services include custom event materials and one of a kind marketing pieces.

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.



Let's Talk



Agent Name Contact information

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



(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.



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.

ledicare (our Way. From a Partner You Can Trust.

Whether you're new to Medicare or simply reviewing your existing cover

We'll walk you through your options with personalized support and clea Choosing the right Medicare plan is important — and you don't have guidance every step of the way.

alone. Let [Agency Name] be your trusted resource for making info

confident decisions about your healthcare.

Ready to help with your Medicare. Learn your Medicare options with a trusted advisor by your sid

Let's Talk



Insurance Services

四 (800) 123-4567

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

For agent use only.





"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."

Medicare Myth vs. Fact

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



Insurance Services

(800) 123-4567

Medicare 101 Guide

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



in Medicare when I turn 65."

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

ts."

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

n enroll anytime."

g them could mean late penalties or gaps in



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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