



The Northland AdvantageSM

MARKETING TOOL KIT



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HOW TO LEVERAGE THIS MARKETING TOOL KIT

This tool kit is your one-stop, on-demand resource for Northland AdvantageSM marketing tools. These tools are for your use as you promote the Northland AdvantageSM to your retail producers and customers. Each link to the right will open a new page with information about the marketing tools located there, and suggestions on their use and audience. If you have questions about this kit or any of the tools, please contact your account executive.

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The Northland AdvantageSM

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About the Northland AdvantageSM

Northland has insured trucking businesses since 1948. In the nearly 70 years since then, we have learned a lot about what it takes to keep trucks on the road, safely and profitably. The total of this knowledge makes up the Northland AdvantageSM.

While other insurance carriers may offer part or some of these advantages, only Northland brings the full array together for the benefit of our agents and customers.

Only fleet owners who select Northland receive access to the Northland AdvantageSM and the combination of high-value services and trucking professionals that can help them protect and grow their business.

We know the ins and outs	We know the road	We know the nuts and bolts
We know what can go wrong	We know who did it	We know the bumps
We know how to keep you moving	We know the industry	We know what it takes



The Northland AdvantageSM

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Videos – Page 1

The Northland video series provides a quick, engaging high-level overview of the nine Northland Advantages, bringing each one to life. Each video is linked to an interactive PDF which provides greater detail with each of the nine Northland Advantages.

These videos are intended for an external audience. Please share with your retail producers. Reference the easy-to-use instructions below for how to forward these videos within email. Suggested use for the presentation:

- Share these links with your retail producers to promote awareness of the Northland Advantages for use with their staff and customers. Please include an introduction to the presentation in your email.



[We know what it takes for the long haul](#)



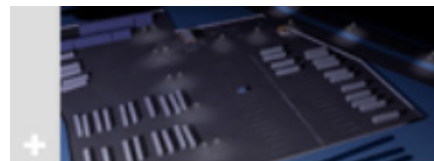
[We know the bumps](#)



[We know truck](#)



[We know how to keep you moving](#)



[We know who did it](#)



[We know what can go wrong](#)

[Click here - Instructions for forwarding and sending videos](#)



The Northland AdvantageSM

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Videos – Page 2

The Northland video series provides a quick, engaging high-level overview of the nine Northland Advantages, bringing each one to life. Each video is linked to an interactive PDF which provides greater detail with each of the nine Northland Advantages.

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[We know the ins and outs](#)



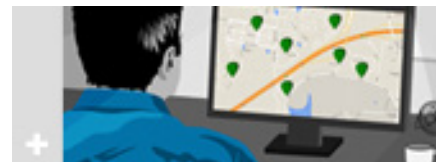
[We know the industry](#)



[We know the nuts and bolts](#)



[We know the road](#)



[We know what it takes](#)

[Click here - Instructions for forwarding and sending videos](#)



Training presentation

The Brainshark presentation provides an overview of nine advantages that comprise the Northland AdvantageSM, and the fleet-focused marketing campaign built around it. It also provides suggestions on use for components within the Northland AdvantageSM online marketing tool kit.

The Brainshark is intended for an internal audience. Please share it with your agency staff only. Suggested use for the presentation:

- The Brainshark presentation link can be shared with your agency staff as an overview training guide of the nine components that comprise the Northland AdvantageSM, how to use the marketing tool kit, and how it will help build your book of business. Please provide an introduction to the presentation in your email to your staff



[The Northland AdvantageSM Brainshark \(overview\)](#)



The Northland AdvantageSM

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The Northland AdvantageSM booklet

Click on the link at the right to download an electronic version of our booklet that introduces and explains the components of the Northland AdvantageSM. To obtain printed copies of this booklet, please contact your account executive.

This booklet is intended for an external audience. Please share it with your agency staff, retail producers and customers. Suggested uses for the booklet:

- As a prospecting tool with retail producers or customers
- As an educational tool during a meeting with your retail producers
- As an awareness and educational “leave-behind” following a customer care visit

[The Northland AdvantageSM booklet](#)





The Northland AdvantageSM

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Sell sheets – send to your retail producers promoting the Northland AdvantageSM with your personalized information

Each of the sell sheets listed on these links features a component of the Northland AdvantageSM.

Each sell sheet also has a customizable area for you to brand by inserting your logo and contact information to promote the Northland AdvantageSM with your retail producers.

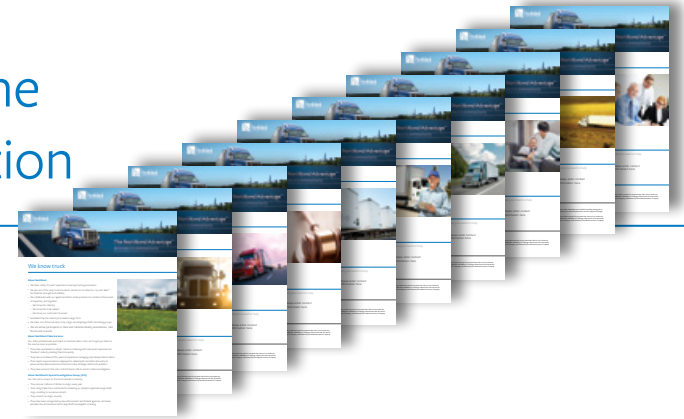
Click on the link to open the file.

Save the sell sheet to your hard drive.

Customize the sell sheet using Adobe Acrobat Pro or similar software.

These sell sheets are intended for an external audience. Please personalize them with your contact information and send to your retail producers. Suggested uses for the sell sheets:

- Leverage the content in your own communications, newsletters, etc.
- Create your own marketing campaign by sending your retail producers the sell sheet on a new Northland AdvantageSM every three weeks



[56264-1 We know the ins and outs](#)

[56264-2 We know the road](#)

[56264-3 We know the nuts and bolts](#)

[56264-4 We know what can go wrong](#)

[56264-5 We know who did it](#)

[56264-6 We know the bumps](#)

[56264-7 We know how to keep you moving](#)

[56264-8 We know the industry](#)

[56264-9 We know what it takes](#)

[56264-10 We know truck](#)



The Northland AdvantageSM

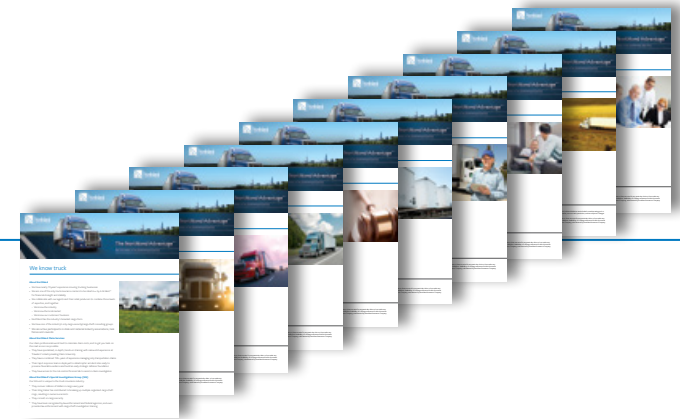
MARKETING TOOL KIT

Sell sheets – for your retail producers to send to their customers to market the Northland AdvantageSM

Each of the sell sheets listed on these links features a component of the Northland AdvantageSM. Click on the link to open the file, and save the sell sheet to your hard drive.

These sheets are intended for an external audience. They are to be sent to your retail producers, encouraging them to forward to their customers to promote the Northland AdvantageSM. Suggested uses for the sell sheets:

- Send the sell sheets to your retail producers, and state they can be used to promote the Northland AdvantageSM with their customers
- Help your retail producers create their own marketing campaign, by suggesting they send a new sell sheet to their prospects every three weeks
- State that your retail producers can leverage the content in their communications to their customers, on their websites, newsletters, etc.
- Remind your agents that they can access the Northland AdvantageSM for their customers/prospects through your general agency



[56264-1 We know the ins and outs](#)

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Interactive PDF

This tool delivers the messaging around each component of the Northland AdvantageSM in an interactive format.

Click on the  to learn about each “We know...” statement.

Click on the  to close the pop-up box.

This tool is intended for an internal/external audience. Please share it with your agency staff, retail producers and customers. Suggested uses for the interactive PDF:

- Include it in your email communications with your retail producers
- Include it as part of a training program for your retail agents and staff
- Include it with your quotes

Note: When you click on the plus sign, some computers will show a faint box near the plus sign’s location due to a default setting. To remove this box, open the PDF and click on Edit>Preferences>Forms, and uncheck “Show focus rectangle.”

“We know truck” Interactive PDF





Fleet Safety Guide

This valuable Fleet Safety Guide features six important risk control topics for any fleet owner's safety and success. This guide shows the value you can bring to your retailers and their customers by working with Northland. We feel strongly about safety and believe all trucking firms would benefit from our new guide.

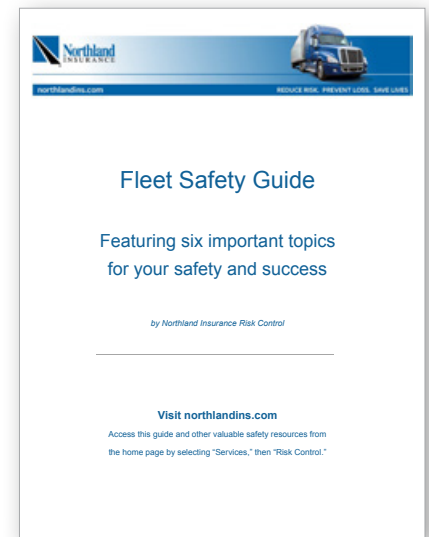
This library is intended for an external audience. Please send it to your retail producers and encourage them to forward it to their customers. Suggested uses for the Fleet Safety Guide:

- Share after binding a new account to get them on the right safety path
- Include with quotes to highlight some of the safety resources available
- To help with retention, send 60-90 days before renewal
- Share mid-term as a reminder of what's available on northlandins.com for safety

Topics in the Fleet Safety Guide include:

- Selecting and hiring safe drivers
- The benefits of keeping good drivers
- Eight elements of a fleet safety program
- Safety on the road starts in the garage
- Protecting your vehicle and cargo from theft
- Accident scene response and investigation

[Click here to access the guide](#)



Northland agent testimonial: “This looks fantastic! Thank you for providing us with another valuable resource to add to our tool kit.” Jeremy



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Important numbers/resources

Important numbers

Claim reporting 24/7/365

(always report a claim from the scene of the accident or theft)

Phone: 800.328.5972

Fax: 866.248.4608

Email: nccc@northlandins.com

Website: northlandins.com/report-a-claim/index.aspx

FMCSA/PUC filings questions

Phone: 800.237.9334, ext. 04728

Risk control questions

Phone: 800.237.9334, option 1, ext. 10527

Other resources

Additional marketing materials

- Available at NorthlandOnline>Program Tools>Mktg Transportation

NorthlandOnline

- Direct questions or concerns to the Northland Agency Automation Help Desk
 - Available Monday through Friday, from 7:30 a.m. – 5:30 p.m., Central time
 - Phone: 800.363.2242 and select an option:
 - Option 1 for NorthlandOnline password support
 - Option 2 for Northland Agency Automation support
 - Email: agencyautomation@northlandins.com

northlandins.com

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