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## **Rockwood Programs Named The Exclusive Distributor Electronic Marketing to P&C Agents**

Rockwood Programs has partnered with InsuranceIQ to become the exclusive distributor of a technique to communicate directly with retail Property & Casualty insurance agents through the Internet. InsuranceIQ is the recognized industry leader in the use of broadcast electronic mail to speak directly with a select target audience. The company maintains a proprietary database of over 130,000 independent property and casualty agents nationwide. The initiative will be offered through TargetIQ, a marketing services subsidiary of Rockwood. This subsidiary maintains a full creative department to assist clients with their electronic advertisements.

“Electronic broadcast communications has proven to be less expensive and more efficient than direct mail, and more effective than press ads”, says Glenn Clark, Rockwood’s President. “The principal benefit of e-marketing is the opportunity to receive immediate feedback from the intended recipients.”

The negative publicity surrounding the proliferation of unsolicited “spam” e-mails has caused some concerns about the use of employing Internet technology as a marketing tool. “InsuranceIQ has taken steps to differentiate itself from other electronic marketing vendors”, responds Glenn. Our partner utilizes careful screening techniques to maintain their database. New recipients are being added through unique opt-in solicitations, while those no longer wishing to receive the electronic announcements are culled out”.

Pricing is based on the number of agents being targeted, level of creative support needed, and number of ads being run. Interested parties should access Rockwood’s website at [www.rockwoodinsurance.com](http://www.rockwoodinsurance.com) to learn more about the facility and download informational materials. Links are also available to view samples of e-mail communications. Rockwood Programs can also be contacted directly by calling toll-free 800-558-8808.

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