



MICA Rebrand Presentation





Objectives

- Design and implement a plan to create a more effective web presence that differentiates MICA and attracts/converts targeted prospects, allowing them to be nurtured and converted to customers
- Update corporate positioning to support distinction and align with target audience needs
- Discover and understand the buyer's journey and use that to guide marketing strategy and tactics
- Create an inbound/outbound growth strategy
- Increase customer lifetime value
- Leverage existing customer/prospect email databases of 12,000 email contacts
- Nurture lost customers and missed opportunities



Target Audience

- Independent physicians and surgeons in solo or group practice, who may or may not own a medical facility
- Practice Administrators
- Association Health Plans
- Appointed independent insurance agents who sell MPL Insurance
- Potential new customers



MICA



Doctors Protecting Doctors.



Hex: #2F67B2



Hex: #1AA7DF

Minion Pro

Regular: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz

Medium: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz

Semibold:
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz





Animated Logo

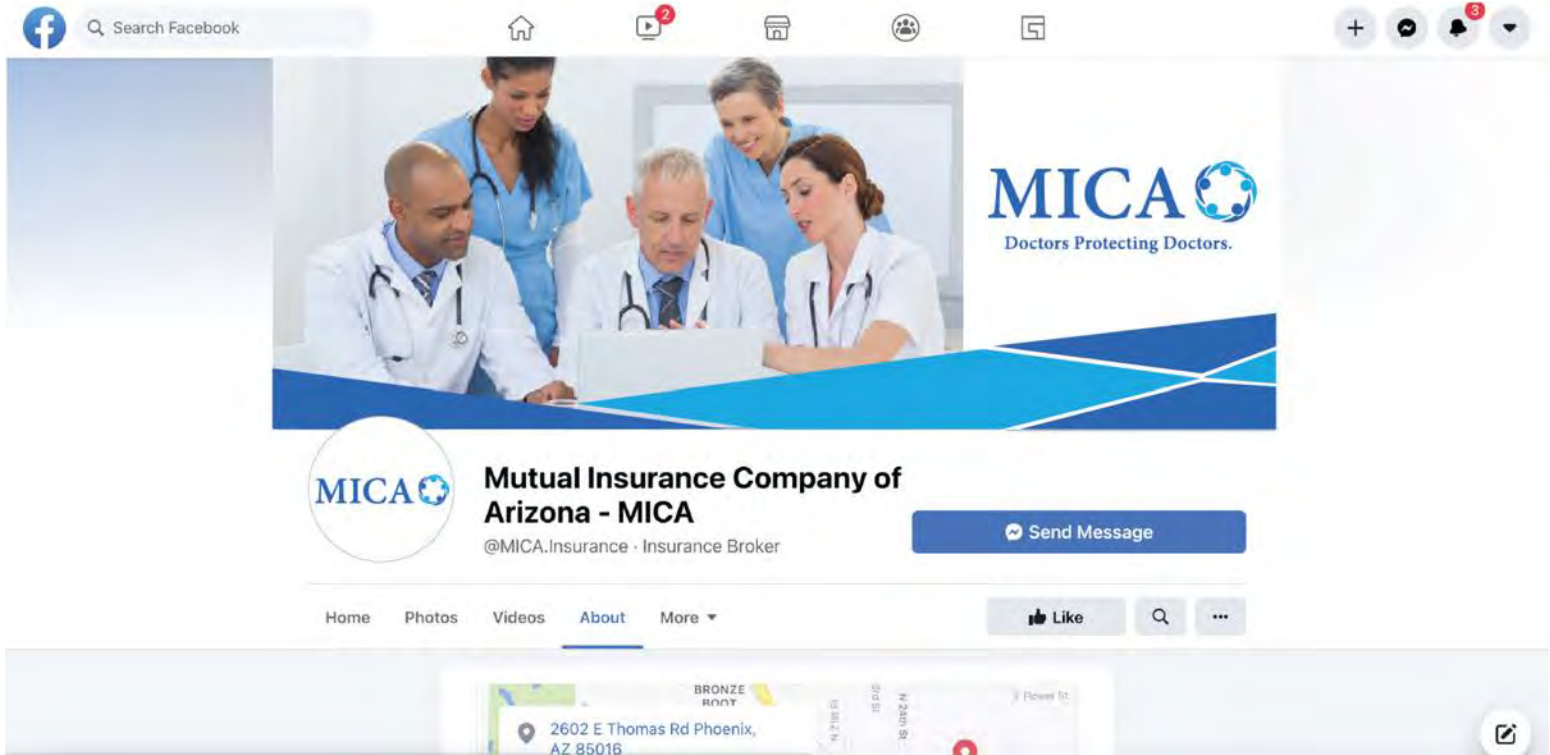


Logo In Position





Logo In Position



Social Media



Explore

⚙ Settings



MICA

264 Tweets



Follow

MICA

@MICA_Insurance

MICA is a physician-owned and directed mutual insurance company. We provide medical professional liability insurance in Arizona, Colorado, Nevada and Utah.

 Phoenix, AZ
  mica-insurance.com
 Joined February 2018

43 Following 52 Followers

Tweets

Tweets & replies

Media

Likes

 MICA Retweeted



AOMA @az_osteo · Apr 2

We are aware of scams from other states where phony ""Special Investigators"" contact physicians demanding "fine" payment. The

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Sign up



You might like



Arizona Physician M...

@AZPhysician

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UAZ Medicine - Pho...

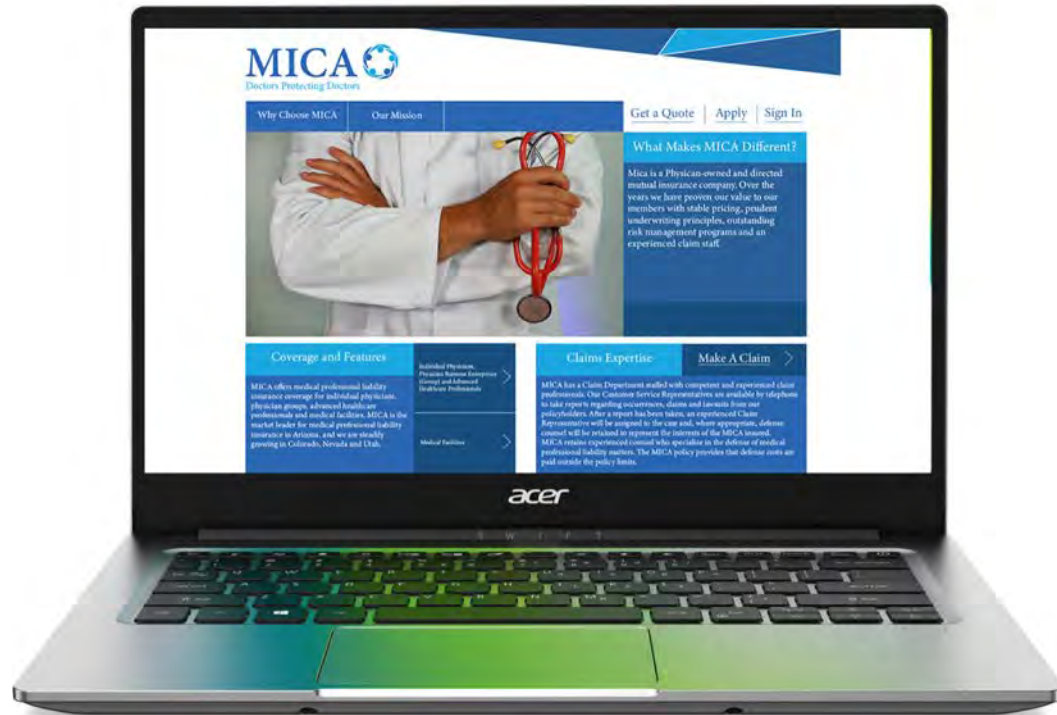
@uazmedphx

Follow

Social Media



Website



Website

MICA 
Doctors Protecting Doctors



Peace of Mind

MICA provides our customers with the knowledge and coverage in the event of a malpractice lawsuit, giving them peace of mind to focus on caring for their patients.

MICA  **Doctors Protecting Doctors**

Visit us at
www.mica-insurance.com



Web Ads

Edition: **ENGLISH** DEUTSCH ESPAÑOL FRANÇAIS PORTUGUÊS

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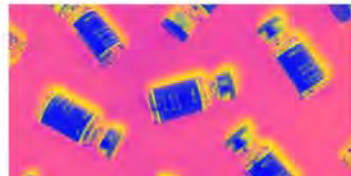
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Medscape Infectious Diseases | 5 hours ago | 1

A statistician explains why the NNT concept is misleading when applied blindly to the vaccine trials.

AAPM 2021

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Medscape Medical News | 7 hours ago



Even COVID Can't Convince Clinicians to Maintain Hand Hygiene



Web Ads

MICA
Doctors Protecting Doctors



Peace of Mind

MICA provides our customers with the knowledge and coverage in the event of a malpractice lawsuit, giving them peace of mind to focus on caring for their patients.

Free Newsletters

Hand-picked news and health information delivered straight to your inbox

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Health News of the Week



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U.S. to Share AstraZeneca Vaccine

Trending on MedicineNet



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Signs of Liver Disease

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Medical Conventions & Conferences



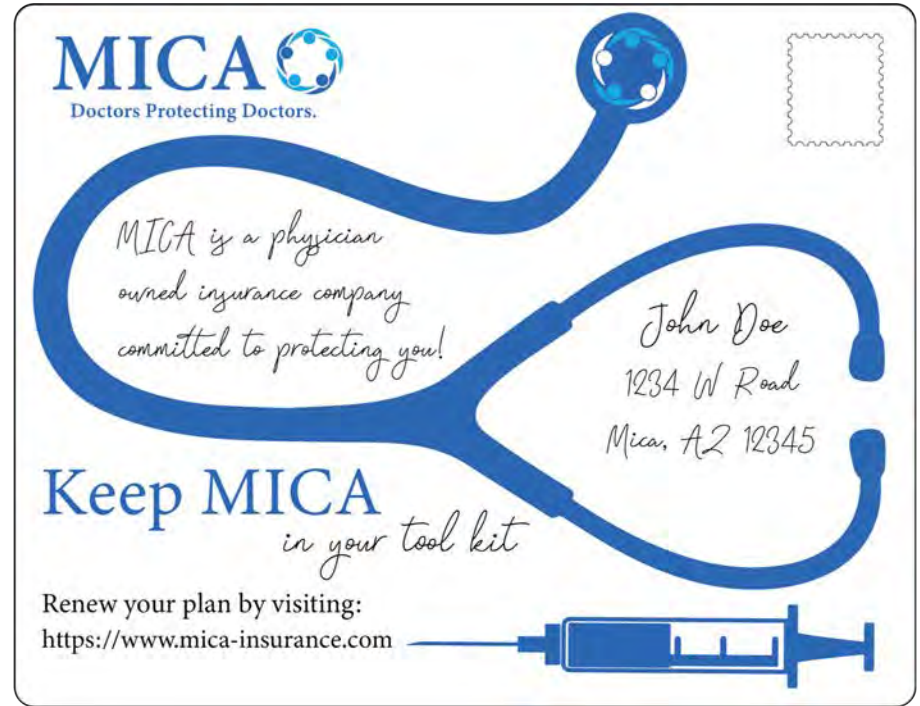
Medical Conventions & Conferences



Medical Conventions & Conferences



Medical Conventions & Conferences



Direct Mail



MICA 
Doctors Protecting Doctors

MICA Coverage Options

- Individual physicians and surgeons
- Advance Healthcare professionals
CNMLCRNA, NP and PA
- Business Enterprise (Groups)
- Medical Facilities
- Part-Time Coverage and
Retired Volunteer options

Visit our website www.mica-insurance.com or call us at 602.956.5376



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Magazine Ads

Budget

Social Media: \$200

Website: \$15,000

Convention: \$3,000

Web Ads: \$10,000

Direct Mail: \$5,000

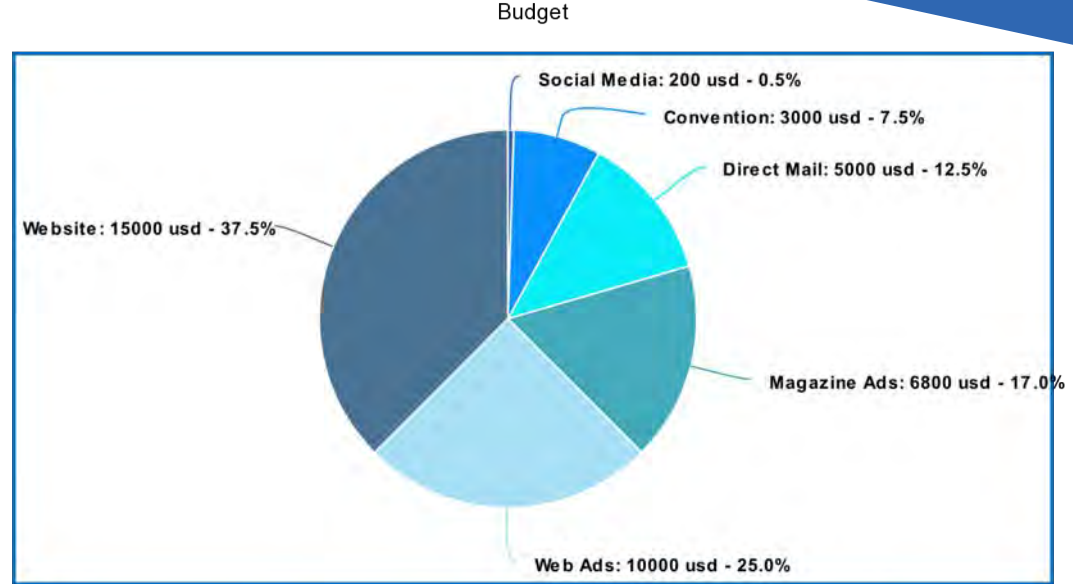
Magazine Ads: \$6,800

Ad Agency: 40,000 upfront
7,000 monthly

TOTAL PAID MEDIA COST: \$40,000

TOTAL AD AGENCY COST: \$125,000

TOTAL COST: \$165,000



■ Social Media ■ Convention ■ Direct Mail ■ Magazine Ads ■ Web Ads
■ Website

meta-chart.com



Budget

MICA



Thank you!



Ginger Batton Kush Patel Nick Sorrentino Hailey Delacher