



Dimitra Procopos | Emily Hoffman | Regan Osborn



Brief

- Create a more effective website that highlights all HAI Group's products and services while attracting customers.
- Make sure independent insurance agents can easily find HAI Group when they are searching for insurance carriers and understand HAI's unique services.
- Update positioning to support brand distinction and line up with target audience needs.
- Create an inbound/outbound marketing strategy.

Research

- Competitors:
 - One 80 Intermediaries
 - Marsh
 - Gallagher
- Touchpoints:
 - Use of Social Media ads on platforms that HAI Group is already active on
 - Facebook, Twitter, LinkedIn
 - Digital Advertising on sites that independent agents would frequent
 - Insurancejournal.com
 - Trade Organizations

Audience

- Public Housing Authorities
- Affordable Housing Entities
- Independent Insurance Agents



Logo

- HAI Group has been around for 30+ years
- Current logo has value
- Recognizable in industry
- High expense to change logo



Tagline Process

- Tagline should describe what HAI Group does
 - **Insurance** for public/affordable **housing**
- Important to encapsulate the reason behind why HAI Group does what they do
 - To **ensure** people have a **home**





HAI Group®
Insure Housing to Ensure Homes

New Tagline

Dimitra Emily Regan



HAI Group

Our Campaign

- Concentrate on reaching independent insurance agents across the nation
- Create a consistent visual style
- Focus on humanizing and approachability within the brand



SEO

- Credibility
- Visibility
- Increased Web Traffic
- Using competitors' keywords
 - Ubersuggest (free competitor research engine)
- First organic result under “public housing insurance” and “affordable housing insurance”



Independent Agent Association Memberships

- Trade Organizations
 - Support and assist independent agents who are looking for work
 - Great websites to advertise on in order to target independent agents
 - Independent Insurance Agents and Brokers of America (The Big I)
 - National Association of Professional Insurance Agents (PIA)
- Aggregator Organizations
 - These organizations contract with insurance companies and charge membership fees
 - Agents can access the contracts of insurers enrolled in the organization
 - First Choice Agents Alliance



HAI Group

Insure Housing to Ensure Homes

Affordable housing providers
are a unique group.

And we're uniquely
positioned to
insure them.



HAI Group

Insure Housing to Ensure Homes

[Learn More](#)

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HAI Group
Insure Housing to Ensure Homes





INSURANCE JOURNAL

Front Page | News | Magazines | Research | Directory | Jobs | Features | Subscribe

HAI Group | Insure Housing to Ensure Homes

Affordable housing providers are a unique group. And we're uniquely positioned to insure them.

[Learn More](#)

HAI Group
Insure Housing to Ensure Homes

Insurance Journal Midwest Magazine

BROWSE INSURANCE JOURNAL MAGAZINES

Region: East **Midwest** South Central Southeast West

Year: **2022** 2021 2020 2019 2018 2017 2016 2015 2014 2013 2012 2011 2010
2009 2008 2007 2006 2005 2004 2003 2002 2001 2000

Issues:



April 18, 2022



April 4, 2022



March 21, 2022



March 7, 2022



February 21, 2022



February 7, 2022



January 24, 2022

Affordable housing providers are a unique group. And we're uniquely positioned to insure them.

 **HAI Group**
Insure Housing to Ensure Homes

[Learn More](#)

insured by Atlantic Casualty Insurance Co.

MOST POPULAR



A Facebook advertisement for HAI Group. The ad features the HAI Group logo and name at the top left, with 'Sponsored' and a small icon to the right. Below this is the text 'Making a Difference, Beyond Insurance.' followed by 'Learn more about HAI Group today.' and the URL 'https://www.housingcenter.com'. The main visual is a blue-tinted photo of a smiling family (a man, a woman, a young girl, and a baby) with the text 'Making a Difference, Beyond Insurance' overlaid. At the bottom left, it says 'HOUSINGCENTER.COM' and 'HAI Group'. To the right of this is a 'Learn More' button. Below the main image area, there are engagement metrics: 541 likes (indicated by thumbs up and heart icons), 26 Comments, and 87 Shares. At the very bottom are icons for 'Like', 'Comment', 'Share', and a profile picture icon.

HAI Group
Sponsored · ⓘ

Making a Difference, Beyond Insurance.
Learn more about HAI Group today.
<https://www.housingcenter.com>

HAI Group.

Making a Difference,
Beyond Insurance

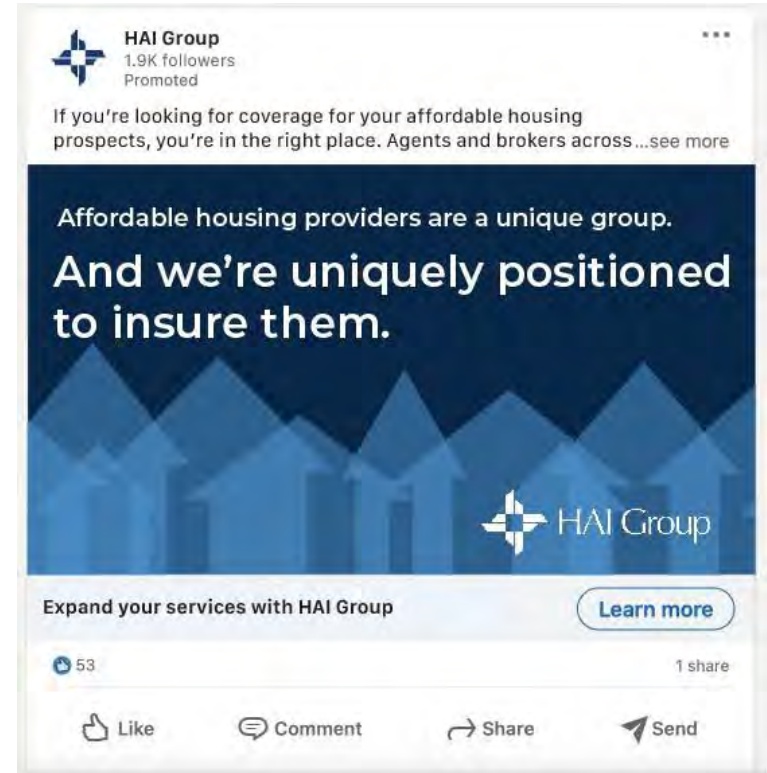
HOUSINGCENTER.COM
HAI Group

Learn More

541 26 Comments 87 Shares

Like Comment Share

Facebook Ad



A LinkedIn advertisement for HAI Group. The ad features the HAI Group logo and name at the top left, with '1.9K followers' and 'Promoted' to the right. Below this is the text 'If you're looking for coverage for your affordable housing prospects, you're in the right place. Agents and brokers across...see more'. The main visual is a dark blue background with white text that reads 'Affordable housing providers are a unique group. And we're uniquely positioned to insure them.' Below this text is a row of stylized white house icons. The HAI Group logo is in the bottom right corner of the main image area. Below the image area, it says 'Expand your services with HAI Group' and has a 'Learn more' button. Below this are engagement metrics: 53 likes (indicated by a thumbs up icon) and 1 share. At the very bottom are icons for 'Like', 'Comment', 'Share', and 'Send'.

HAI Group
1.9K followers
Promoted

If you're looking for coverage for your affordable housing prospects, you're in the right place. Agents and brokers across...see more

Affordable housing providers are a unique group.
And we're uniquely positioned
to insure them.

HAI Group

Expand your services with HAI Group

Learn more

53 1 share

Like Comment Share Send

LinkedIn Ad

Peoria Housing Authority liked




HAI Group  @HAIGroup · 5 min
Finally, A Carrier That Really Gets You.




Twitter Ad

housingcenter.com

 @HAIGroup

 @HAIGroup

 @HAIGroup



Our programs aren't for everyone.
That's what makes them so good.

Affordable housing providers are a unique group.
**And we're uniquely positioned
to insure them.**

**If you're looking for coverage for
your affordable housing prospects,
you're in the right place.**

Agents and brokers across the country work with HAI Group because we've been creating insurance programs for the affordable housing industry for more than 30 years. It's our sole focus, so you can rest assured that we understand the unique challenges your customers face.

Underwritten by Housing Enterprise Insurance Company, Inc., (HEIC), an admitted carrier rated "A" by AM Best, our programs include comprehensive property and casualty coverage designed or nonprofit and for-profit providers of affordable housing, mixed-income housing, and tax-credit-financed housing.

Your customers will enjoy 24-hour in-house claims services, risk management services designed specifically for affordable housing, online training, original industry research, and more.

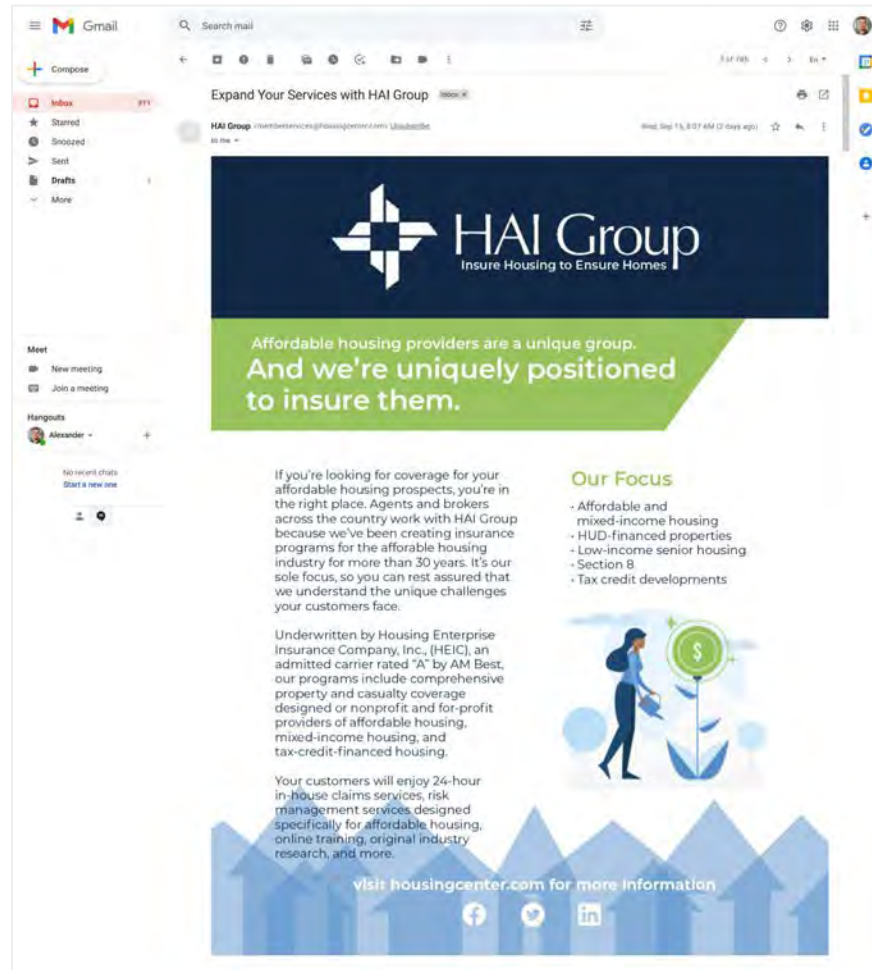


Our Focus

- Affordable and mixed-income housing
- HUD-financed properties
- Low-income senior housing
- Section 8
- Tax credit developments

Promotional Email

- Open rate: approximately 22%
- Click through rate: approximately 10% as of 2021
- Average ROI: \$42 for every \$1 spent



Insurance Agent Conferences

- Connect with independent agents
- Generate business opportunities
- Discuss the value of affordable housing insurance
- Represent HAI Group as thought leaders in the industry

Examples

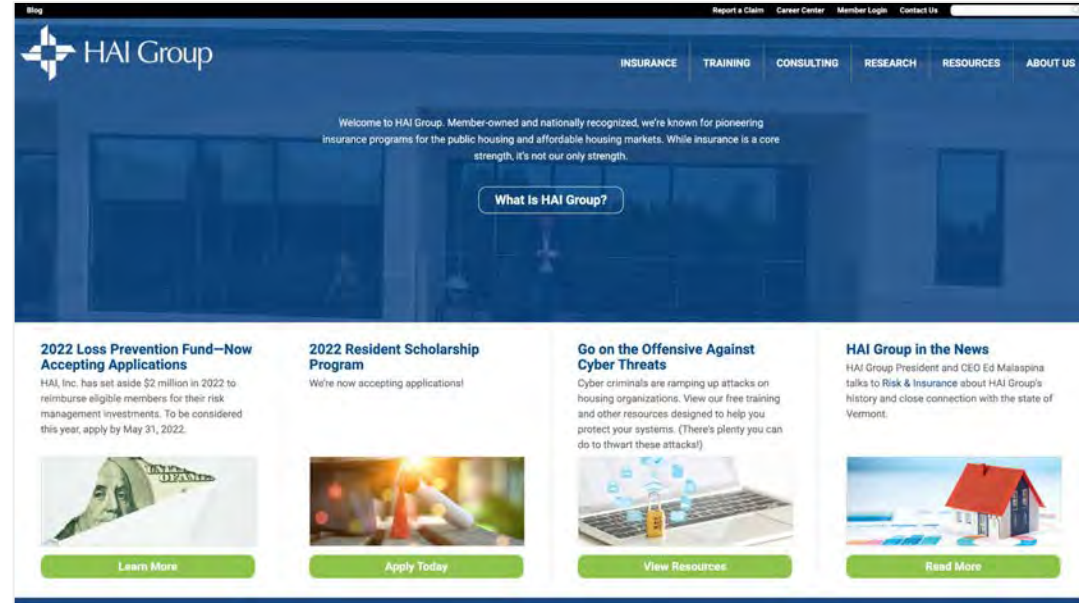
- American Agents Alliance Conference
- OnRamp Insurance Conference





Current Website

- What is HAI Group?
- No prominent call-to-action
- Poor visual hierarchy
- Cluttered navigation
- Ineffective imagery
- Poor content organization
- Heavy footer



Insure Housing to Ensure Homes

We at HAI Group are pioneering insurance programs for the public housing and affordable housing markets. We also offer training, consulting, and resources.

[Get A Quote](#)[Learn More](#)

Are You An Agent?

Your experience and commitment to your clients sets you apart. So do the products you recommend. If you're looking for coverage for your affordable housing customers, you've come to the right place.

[Partner With Us](#)

What We Offer

What We Offer



Insurance

We insure \$70+ billion in building values across the US with simple, affordable insurance tailored to the most specific needs.

[Learn More](#)

Research

We conduct research and provide resources that promote the national conversation about the importance of affordable housing.

[Learn More](#)

Training

Get access to relevant, real-world training conducted by industry professionals to keep you well-informed and well-prepared for an ever-changing housing market.

[Learn More](#)

2022 Loss Prevention Fund Applications

We have set aside \$2 million in 2022 to reimburse eligible members for their risk management investments. Apply by May 31, 2022.

[Learn More](#)

2022 Resident Scholarship Program

We're now accepting applications!

[Apply Today](#)

Go on the Offensive Against Cyber Threats

View our free training and other resources designed to help you protect your systems from cyber criminals.

[View Resources](#)

HAI Group in the News

HAI Group President and CEO Ed Malaspina talks to Risk & Insurance about HAI Group's history and close connection with the state of Vermont.

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reimburse eligible members for their risk management investments. Apply by May 31, 2022.



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(203) 272-8220

189 Commerce Ct, Cheshire, CT 06410

memberservices@housingcenter.com

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Finally, a Carrier That Really Gets You

What is it like to work with HAI Group?



Why do agents and brokers prefer HAI Group for their affordable housing customers?

Your experience and commitment to your clients sets you apart. So do the products you recommend. If you're looking for coverage for your affordable housing customers, you've come to the right place.

At HAI Group, we've been creating insurance programs for the affordable housing industry for more than 30 years. It's our sole focus, so you can rest assured we understand the unique challenges your customers face—and that our products are tailored to address them.

Looking to Become Appointed?

Contact Our Business Development Team or Explore our Agent and Broker Kit.

[Download Kit](#)[Contact Team](#)

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Our Programs Aren't For Everyone. That's What Makes Them So Good.

We know housing. Underwritten by Housing Enterprise Insurance Company, Inc., (HEIC), an admitted carrier rated "A" by AM Best, our programs include comprehensive property and casualty coverage designed for for-profit and nonprofit providers of affordable housing, mixed-income housing, and tax-credit-financed housing.

We offer 24-hour in-house claims services, specialized risk management consulting, in-depth industry research and support tools, and much more.

We're Trusted Nationwide. Our Experience Sets Us Apart.

With more than 1,800 customers and \$70 billion in building values insured across the country, HAI Group has the reach and experience to meet your needs.

We insure more than 680,000 public and affordable housing units including:

- Affordable and mixed-income housing
- HUD-financed properties
- Low-income senior housing
- Section 8
- Tax credit developments

Testimonials

"HAI has quickly become a valued partner in providing cost-effective solutions to my affordable housing clients."

– Ryan Hoffman, CPCU, ARM, Advisor, Dawson Insurance, a Marsh & McLennan Agency



Brittany Swinton

Customer Service Representative

"Our agency works with a seemingly endless list of carriers, and HAI Group is hands-down my favorite company to work with. HAI makes doing business easy. While many companies treat customers like 'just another number,' HAI makes it clear to us and to our clients that our insureds' well-being is truly a priority."



Michael L. Miller

Area Senior Vice President

"HAI truly knows affordable housing. They understand the risks and exposures that our clients face, so it's an easy conversation to have with underwriting when we are looking at new opportunities for clients and prospects. Service has been consistent and ranks at the top of our carrier partners for efficiency and overall ease of requesting endorsement changes, billing, and more."



Joe Thomas

Director of IT & Insurance

"Working with HAI gives us confidence that we are receiving a fair deal on premiums, a reasonable rate of increase, and, what might be more important, knowing that your carrier will stick with you after difficult loss years."

We're Here to Help

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Affordable Housing

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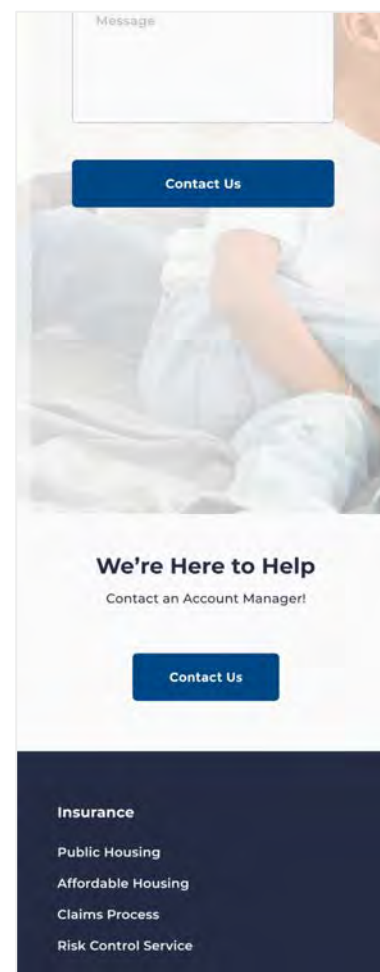
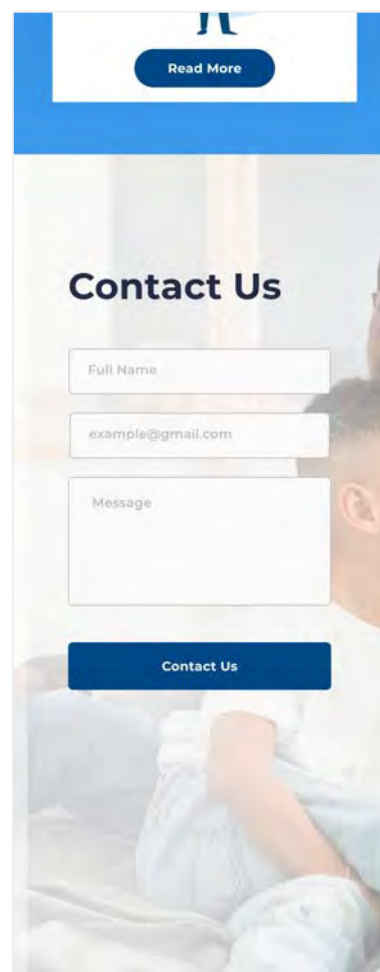
Research

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Training

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Budget Breakdown

- \$48,000 annual budget for paid media
- \$125,000 annual budget for agency services
- Total: \$173,000

Average Monthly Spending

\$10,100

Annual Total Spending

\$148,200

Budget Breakdown

Social Media Ads	\$84,000	●
Promotional Email	\$36,000	●
Association Membership	\$1200	●
Mailers	\$2000	
Website Design	\$15,000	
Campaign Creative Fees	\$10,000	

Conclusion

- We're saving money by keeping the current logo
- Our tagline is simple, and clearly communicates who HAI Group is
- Our campaign balances inbound and outbound marketing strategies
- Our website is intuitive and features a user-centered design

Our campaign aims strengthen HAI Group's brand position. We will reach independent agents, Public Housing Authorities, and Affordable Housing Entities through strengthening our **social media and digital presence**, **redesigning the website**, and **directly contacting agents** who might be interested in carrying affordable housing insurance.