

**SKYWARD**  
SPECIALTY INSURANCE  
A SKYWARD GROUP COMPANY

# Brand Imaging

Russell Poor Korry Sevier Emma Smith



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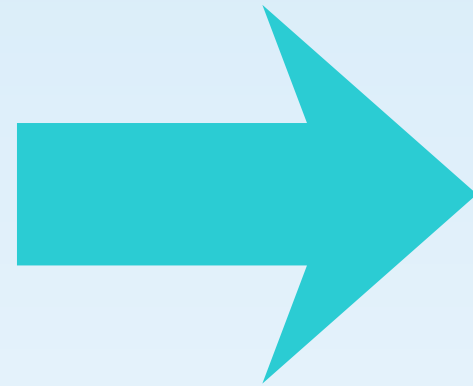
# Desired Brand



# Brand Image

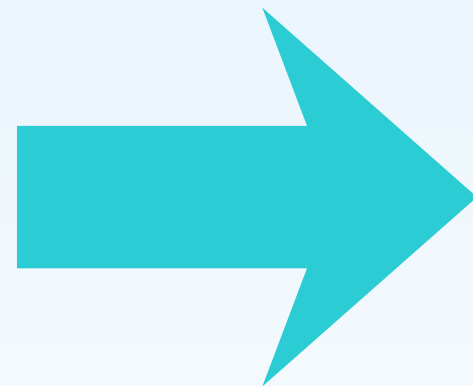


Smart. Strategic. Collaborative.



The Unseen Edge:  
Built For Unique Risk.

Skyward is the specialty insurance partner that helps agents solve complex problems with confidence and ease.



Skyward is the unseen advantage behind every smart specialty agent and broker.



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# Primary Marketing Challenges

# Competitors

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 **KINSALE**<sup>®</sup>  
CAPITAL GROUP

  
**JAMES RIVER**<sup>®</sup>  
GROUP

**RLI**<sup>®</sup>  
DIFFERENT WORKS

 **MARKEL**

Many competitors claim  
the same benefits:  
“expert,” “fast,” “partner.”

Agents are busy,  
they rely on familiar carriers.

Stop using these adjectives.

Show proof.

- Specificity
- Evidence
- Situational relevance

Secret weapon, exclusive.

“We are here to help you where  
others can’t.”

“You’re not at a dead end, we  
are here to help.”

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# Target Audience



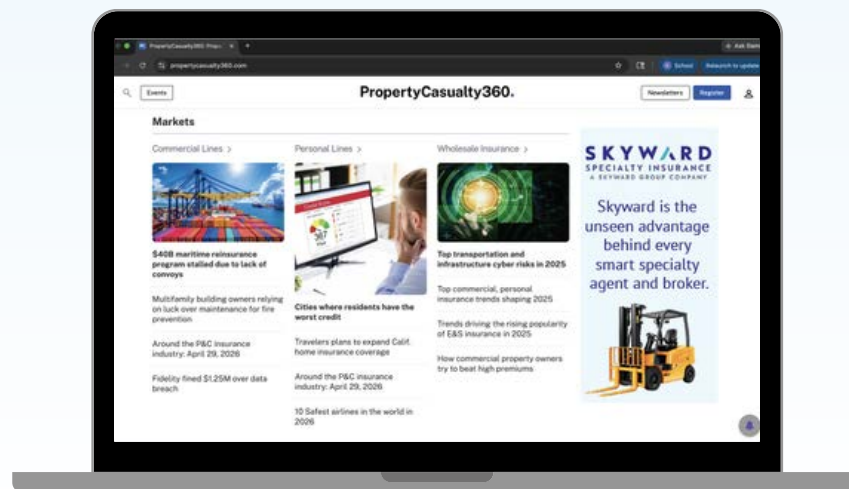
# Primary

## Independent Brokers

### How to contact:

- Insurance Journals, Newsletters, Briefs, Brochures, etc.
- Whitepapers and Trend Reports
- Brokerage Management Services and Systems
- LinkedIn

### What it would look like:



## Independent Agents

### How to contact:

- Insurance Journals, Newsletters, Briefs, Brochures, etc.
- NAPA Publications
- IIABA Services
- LinkedIn

### What it would look like:



# Secondary

## Internal sales teams

- Educate & Promote Services to Agents & Brokers
- Collect & Organize Information for Overwriting Submissions
- Track Quote Progress and Bind Policies

## Underwriters

- Risk Assessment and Management
- Financial Evaluations

## How to Contact

- CRM Dashboards
  - HubSpot, Pipedrive, Salesforce, etc.
- Sales Integration Platforms
  - CRM+ERP Databases & API Databases

## How to Contact

- Insurance Journals, Newsletters, Briefs, Brochures, etc.
- Risk Management Networks
  - RMA, RIMS, and PRIMA
- White Papers and Trend Reports

# SKYWARD

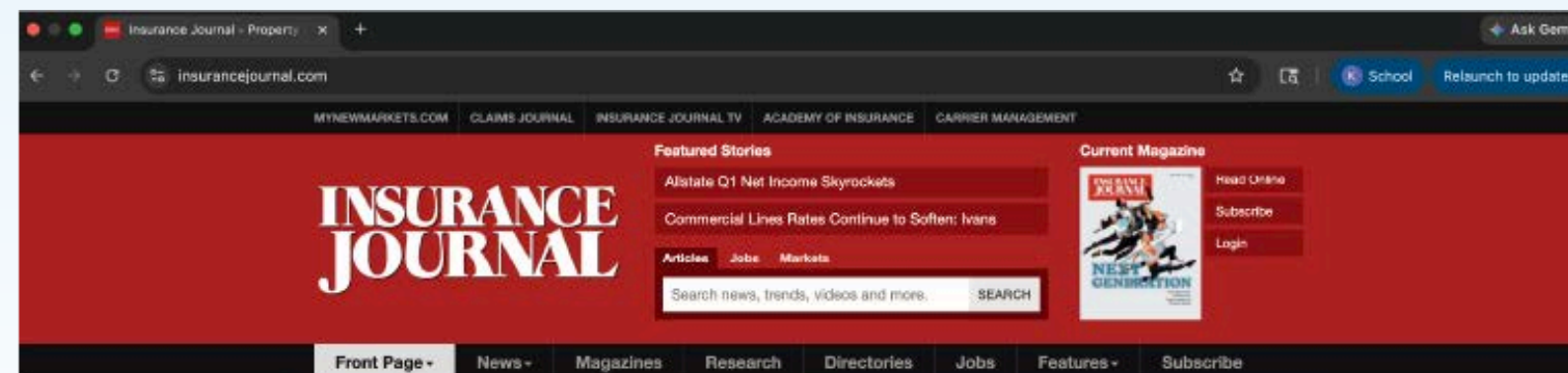
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## Internal sales teams

288,000+ customers in over 135 countries grow their businesses with HubSpot.



## Underwriters



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**Big Idea:**

**Tertiary  
Audience**



# Construction & Energy

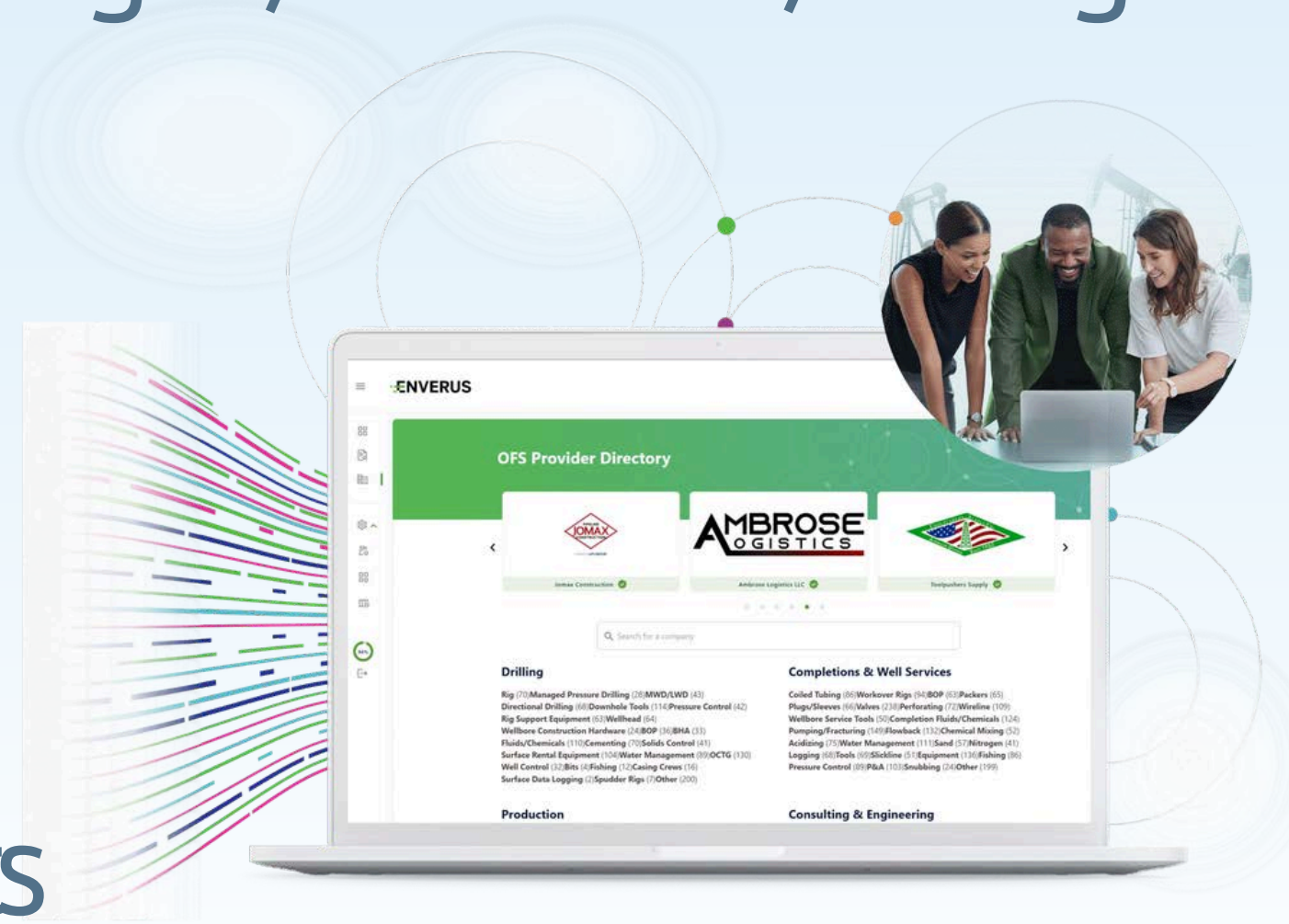
Managers/Executives/Thought Leaders

Care about

- Delays
- Cost-overruns
- Contract risk
- Safety incidents

Where they are

- LinkedIn
- Industry Associations
- Trade publications/shows
- Workflow Integration



# Touchpoints

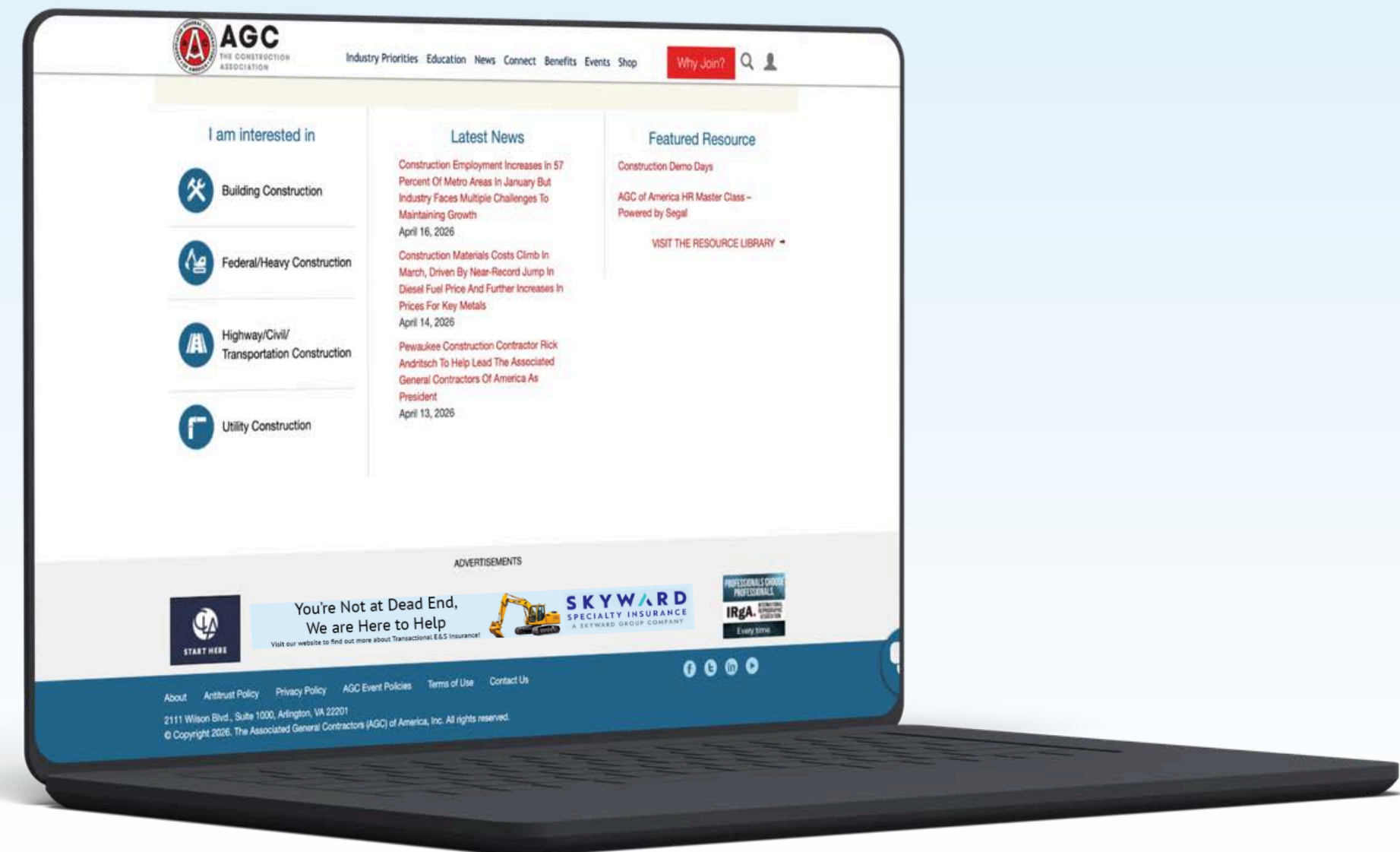
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You're Not at Dead End,  
We are Here to Help

Visit our website to find out more about Transactional E&S Insurance!



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# Captives

Insurance made for companies that use hazardous materials or have high risk involved.

## Touchpoints:

- Waste and Hazardous Materials company
  - Waste Advantage Magazine
- High Risk Work (Construction, Welding, etc.)
  - LinkedIn ads (aimed at decision-makers)

## Decision Makers:

- The Board Members or Owner of the company
  - Secondary: The Broker or Agent that will inform them if the company is a good fit or not

# Touchpoints

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# Global Properties

CFOs, Risk Managers, Global Operations Leaders

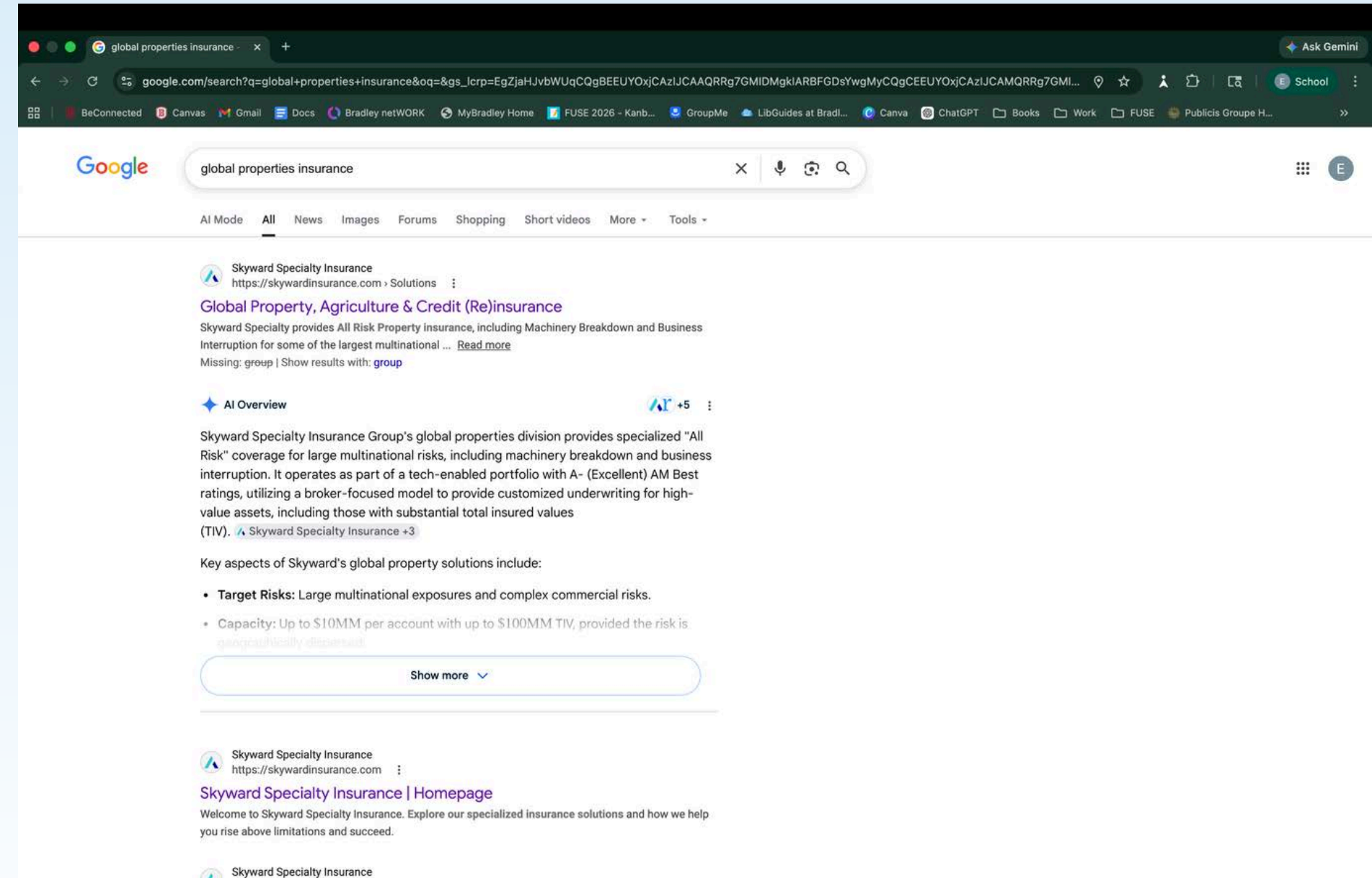
## Care about

- Downtime risks
- Program Consistency (across countries)
- Claims Execution
- Catastrophe Management

## Where they are

- LinkedIn
- Real Estate & Facilities Platforms
- Financial & Executive Media
- Search
- Specialized Conferences

# Touchpoints



OOH

SEO

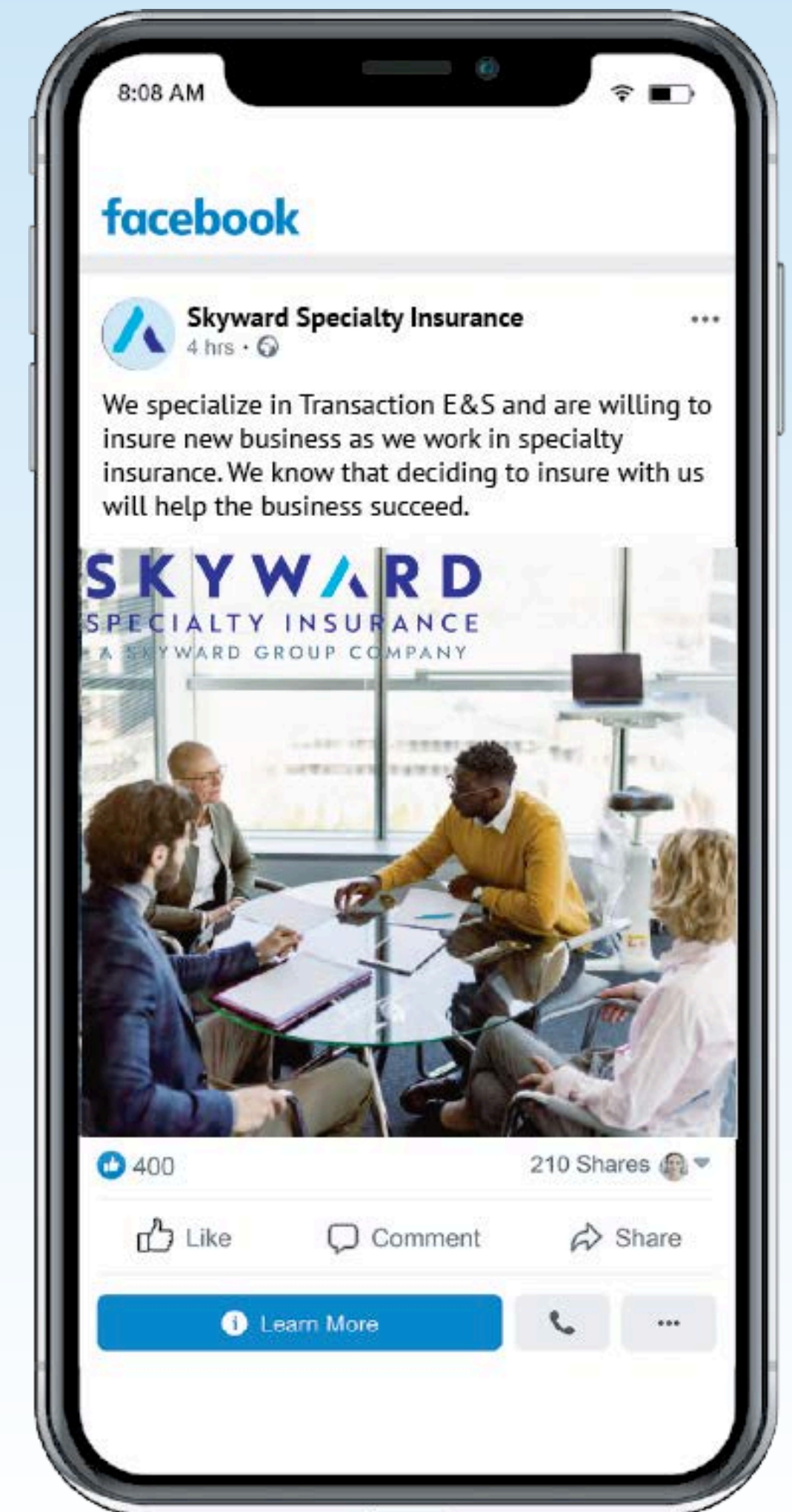
# Transactional E&S

## Care about

- New Business Ventures
- Unique & Unusual Accounts
- Businesses with a history of losses
  - All clients others would not take on

## Where they are

- Social Media (New Ventures)
  - Meta Business Suite
- Google Search ads (SEO)



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# Audience Attitude





## The smart, strategic partner for independent agents

Skyward = solution for complex, high-stakes situations from tertiary audiences.

## Encouraging earlier agent consideration

Shape the tertiary conversation before the agent enters

## Increase the audience's confidence

Replacing uncertainty with recognition

## Trust building with clients

Aligns ideas and relates to stakeholders

Questions?