



PENN MUTUAL CASE STUDY

How TrackMaven Helps an Established Insurer Find New Success



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Rob Bonsall, *Head of Social Media, Penn Mutual*

The Penn Mutual Life Insurance company has been in business for almost 170 years, but is embracing social media and the impact it makes with its advisers and potential policyholders. In fact, with the introduction of a new sponsorship, Penn Mutual is expanding its marketing into customer-focused initiatives for the first time.

"Penn Mutual has traditionally been an adviser brand," says Rob Bonsall, the company's Head of Social Media. "We mostly marketed only to our advisers. It's really just been in the past couple of years that we've started to more directly market to consumers. Social media is one of the biggest ways that we do that."

The company's sponsorship of U.S. collegiate rugby, one of the fastest-growing team sports in America, is driving the marketing initiatives to consumers. It's a shrewd sponsorship; rugby's values align nicely with Penn Mutual's, rugby's alumni are target customers, and its players are a pool of target recruits for the company's ranks of financial advisers.

"We came to the rugby sponsorship as a relatively unknown brand, but what we quickly discovered was that the rugby community is highly social and they embraced our company because they saw how much we were trying to grow the game they love," says Bonsall. "A big factor for driving value from this sponsorship is our social media and influencer marketing."

Bonsall wants to grow consumer awareness, increase consumer education, and, ultimately, acquire new customer leads and recruit new advisers. In pursuit of these goals, TrackMaven helps Penn Mutual study the competition and elevate its own marketing game.



The Penn Mutual marketing team uses TrackMaven to measure the impact of its sponsorship of U.S. collegiate rugby and related campaigns.

A “FIERCE” APPROACH TO COMPETITIVE BENCHMARKING

Bonsall says TrackMaven helps him “educate senior executives on the value of social media.”

“A big initiative internally was to track five of our fiercest competitors and see what they were doing on social media,” says Bonsall. “I was able to easily plug those competitors into TrackMaven and make sure we leverage this data when we develop our own campaigns.”

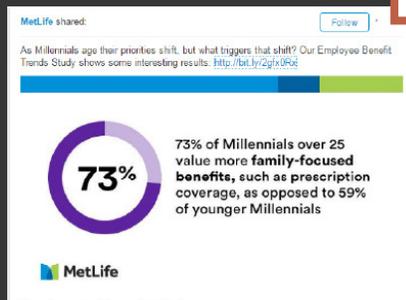
He also uses TrackMaven to uncover those best practices in the insurance industry, formulating strategy and new approaches in response to competitors that he’s monitoring. A weekly report called the Friday Five rounds up the most impactful social posts from the company’s “fiercest competitors.” It goes to the company’s marketing team, sales force, and top executives, including the CEO.

PENN MUTUAL’S FRIDAY FIVE

THE PENN MUTUAL MARKETING TEAM USES TRACKMAVEN DATA IN THIS REPORT TO SHARE COMPETITIVE INTELLIGENCE WITH INTERNAL STAKEHOLDERS.



Prudential links marshmallows, temptation, and saving for retirement in this video.



MetLife links to a study on Millennials and their priorities.

Prudential explains yawning behavior to examine why people feel the urge to follow others, even with financial decisions.



State Farm shares a story as part of their #GoodNeighbors Campaign in conjunction with #GivingTuesday.



Prudential shares research about the jump in interest rates following the election.

Without TrackMaven, says Bonsall, getting this kind of competitive intelligence would be difficult — and put a major tax on his team’s productivity.

“We had tried free tools. We tried natively looking for this level of reporting. If you worked hard at it, you could probably get some of this data, but TrackMaven makes it easy, especially with its dashboards and reporting capabilities.”

Indeed, Bonsall relies on the platform for help at a high level.

“My Chief Marketing Officer will often come to me and ask questions about competitors. I can always easily get those answers at my fingertips with TrackMaven. We’ve used a lot of TrackMaven data and reports in presentations that he gives to our board.”

FROM COMPETITION TO COLLABORATION

TrackMaven is also helping Penn Mutual get a better sense of what its target demographics care about beyond the world of insurance.

“We’ll look at brands that might be active in rugby and say, ‘What are they posting, and how are they engaging with the rugby audience?’”

“We’re doing the same with other markets to help with our recruiting efforts like veterans or millennials. ‘What are some brands that seem to do extremely well with millennials on social? Let’s see what it is that they’re doing, and how we might be able to leverage that with our own efforts.’”

While Bonsall and the internal marketing team use TrackMaven to improve performance and seek ideas from other brands, it has also integrated the tool into an official business relationship with its advertising agency.

“We have a seat that our agency uses. When we’re in meetings with them talking about creative or an upcoming campaign, we can refer to our results directly in TrackMaven. It helps us work with them more collaboratively.”

CHANGES FOR TODAY AND TOMORROW

By following competitors and other brands through TrackMaven, Penn Mutual has gained a better understanding of its lead generation social campaigns and the importance of consistent visual branding. And despite working in a highly regulated industry, Penn Mutual has proven that compliance concerns don’t have to conquer creativity.

Looking to the future, Bonsall hopes to continue aligning Penn Mutual’s marketing and sales goals. He wants to use social intelligence to find and work with online influencers. And, of course, he wants to bring in new leads from social activities.

He’ll have TrackMaven’s support every step of the way.

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