

The Client



Gladius Insurance Services, LLC is a wholesale brokerage that helps write “hard to place” contractors general liability, excess and pollution coverage. They pride themselves on their strong relationships and resources in the insurance industry. Gladius Insurance Services provides retail agents with extensive product knowledge and highly competitive rates to provide them an advantage their competitors don’t possess.

The Executive



John Baccarella

President

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Company Profile: <https://completemarkets.com/company/gladiusinsurance>

Challenges

As a small wholesaler primarily in California, Gladius Insurance Services, LLC (“Gladius”) was looking to expand our marketing efforts. The carrier relationships Gladius holds are not specific to California, so they obtained licenses in other states. The challenge was getting marketing materials in front of brokers in a succinct, efficient and cost effective manner. Gladius tried alternate forms of marketing such as direct mail and telemarketing, but the cost wasn’t justified as they were not seeing the ROI they imagined.

In John’s words, “I can think of 3-4 others who approached us. We almost went with one in particular, but I just did not feel comfortable with the setup. I chose CompleteMarkets (who was not the cheapest) mainly because I felt comfortable with what they were telling me, I felt their approach was very straight forward, they did not try to nickel and dime me to death, which I hate... I listened to each presentation and decided on CompleteMarkets.”

Solutions

Gladius chose CompleteMarkets (after analyzing and comparing multiple marketing partner offers) because CompleteMarkets was honest and straight forward with what they were promising and the cost of the services. CompleteMarkets made John feel comfortable with the website set up and deliverables of the program.

Measuring Success

Gladius measures success based on ROI, email open rates and phone calls.

Overall Experience

According to John, “CompleteMarkets has provided an excellent return on investment; the support staff and Marketing Advisor are dedicated to the success of the program. After you get to know the people at CompleteMarkets, you fully understand how dedicated they are in making your marketing effective. Naturally they want to keep customers, but it seems to me, they truly care.”

Would you recommend these solutions to other insurance wholesalers/marketers?

I would certainly recommend CompleteMarkets to others (Not my direct competitors LOL)!

Case Study

<https://Completemarkets.com/advertise>



(800) 753-4467