



IMMS Online Newsletters – User Guide

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Introduction

**Please print this page for you reference while setting up your co-branded version of IMMS Online Newsletters.*

IMMS has been providing Insurance Agents with Online Newsletters for decades. In October 2007, we introduced new Newsletter titles, content and more issues.

The more often you contact your clients and prospects, the closer your relationship to them — and the higher your sales and profits. The IMMS Online Newsletters provide a powerful tool to build the relationships you want, up to 144 times a year.

Use your choice of up to 12 full-color, reader-friendly, HTML Newsletters to:

- ✓ Stress your expertise as an insurance professional — the Newsletters look as if you wrote them and appear within your Web site.
- ✓ Provide practical, helpful information in an easy-to-read format.
- ✓ Draw visitors to your site.
- ✓ Offer an effective, low-cost online advertising/marketing tool to reach all clients and prospects or specific “niches” from Construction to Workers Comp.
- ✓ Give readers an easy way to contact you (through an e-mail form with each Newsletter).
- ✓ Reduce your E&O exposure by giving clients coverage information.
- ✓ Create an online “insurance reference library” for readers (by archiving past issues).
- ✓ And much more ...

To save your — and your staff's — time the IMMS Online Newsletters are written and reviewed by insurance professionals and updated on your site automatically (no need to get your IT staff involved).

To help you make the most effective use of your IMMS Online Newsletters, you'll receive a monthly “Online Newsletter E-Alert” with summaries of newsletter content and marketing tips.

How often do the Newsletters come out?

All IMMS Online Newsletters are published monthly. This library of 12 Newsletters gives your customers and prospects a total of 144 issues a year!

Pricing Guide

http://www.imms.com/site/c.fjMKOPKJrH/b.1204473/k.5E3E/Newsletter_Price_List.htm

Newsletter Samples

http://www.imms.com/site/c.fjMKOPKJrH/b.1204479/k.CF60/Sample_Newsletters.htm

Newsletter FAQs

http://www.imms.com/site/c.fjMKOPKJrH/b.1281215/k.67F2/Online_Newsletter_FAQ.htm

Co-branding

Co-branding is the ability for you to insert your agency logo, slogan and a contact details blurb about your agency that will display on all Newsletters you subscribe to and also on the generated PDF for each Newsletter. **This is an Industry First.**


Here is what it would look like –

Agency Logo

Slogan/Tag Line

Contact Details


Co-branding

 INSURANCE MARKETING & MANAGEMENT SERVICES	Online profit-making products and services for insurance professionals. 17280 Newhope St. #15, Fountain Valley, CA 92708. Phone: (800) 753-4467 Fax: (714) 242-0213
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Header/Title



Issue/Date

November 2007 PDF Version  Get ADOBE® READER® Archived Newsletters ▾

Articles/Body

<h3>OSHA IS WATCHING YOU: HANDLING A SPOT INSPECTION OF A CONSTRUCTION SITE</h3>  <p>Inspecting construction sites for safety violations is a priority issue with the Occupational Safety and Health Administration (OSHA).</p>	<h3>REDUCE HISPANIC CONSTRUCTION WORKERS' ACCIDENTS THROUGH TARGETED TRAINING</h3> 
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Self Service Login

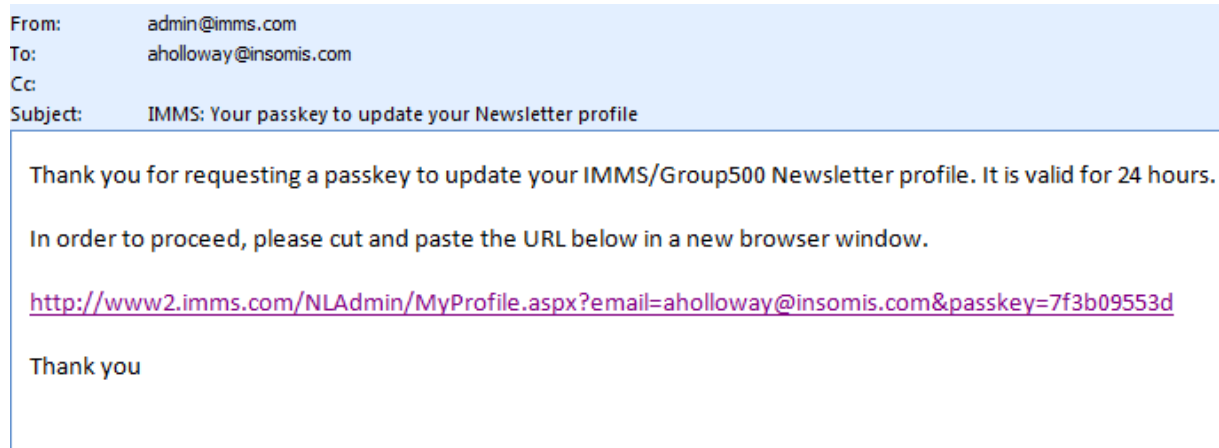
Click or copy & paste to Internet Explorer - <http://www2.imms.com/nladmin/myprofile.aspx>

You will see a page similar to the image below. Enter a valid email address.



The screenshot shows a web page titled "IMMS/Group500 Newsletter Self Service". Below the title, there is a prompt: "Please enter your IMMS/Group500 registered email address:". A text input field contains the email address "aholloway@tekcetera.com". Below the input field is a button labeled "Request Access Key".


If you entered a valid email address, you will get an email from admin@imms.com that will look similar to the image below.



Click on the link (or copy and paste into your browser) and you will be taken to a page similar to the image below.

IMMS/Group500 Newsletter Self Service

Your Profile


Email	aholloway@insomis.com
Construction	1/1/2010
Personal Perspective	1/1/2010
Business to Business	1/1/2010
Employee Benefits	1/1/2010
Personal Insurance	1/1/2010
Workers Compensation	1/1/2010
Reducing your Risk	1/1/2010
Employee Matters	1/1/2010
Financial Perspective	1/1/2010
Life and Health	1/1/2010
Real Estate and Mortgages	1/1/2010
Real Estate and Mortgages	1/1/2010
Employee Benefits Voluntary	1/1/2010
Contract Start	11/1/2007 12:00:00 AM
Contract End	1/1/2010 12:00:00 AM
Logo	
Blurb	
Contact Info	

[Edit](#)

Once you click on the Edit, you will have the ability to upload your logo, agency logo and contact details.


Logo Add/Update logo: OR delete logo ?

Blurb

Font Size **B** *I* U 

Design HTML

Contact Info

Font Size **B** *I* U 

Design HTML

[Update](#) [Cancel](#)

Steps to set up the co-branding –

1. Get a copy of your agency logo. Make sure it is as close as possible to these dimensions (to prevent distortion) – 200w x 65h pixels
2. Once you have logged in to the self service section and clicked edit, hit the browse button and select the correctly sized logo from your desktop/computer.
3. Enter a slogan for your agency in the 'Blurb' section.
4. Enter your agency contact details (Address, Phone & Fax).
5. Click Update.

Additional notes

1. You can reset your logo (remove the old one) by checking the box 'delete logo' and then clicking update.
2. You can remove your blurb and/or contact details by deleting the info from those fields and clicking update.
3. You may need to adjust the look of your text (bold, italics, etc) to optimize its appearance.
4. Contact customersupport@imms.com for any technical issues.