



## **PIA Member Webinar— Accelerate Your Agency's Digital Marketing with YouTube and Visual Content Marketing**

To create marketing pieces that are effective in the modern age we need to be visual. That's because audiences today prefer content that is delivered using video or in a visual manner. This is even true for the audiences that PIA members hope to reach.

**Please join PIA and Chris Paradiso on Tuesday, May 12 at 2:00 p.m. Eastern to learn how you can use YouTube and Visual Content Marketing to take your agency marketing to the next level. You'll learn:**

### **Visual Content Marketing:**

- Where to go to create your visuals
- Where to place your visual content
- Who to use in your visuals
- How visuals play a huge role in your digital marketing strategy

### **YouTube:**

- How to open a your agency's YouTube channel
- Why YouTube is so important to your agency's online leads
- Why YouTube is important to your agency's SEO
- Where to make the videos and what technology you should use
- The importance of video in your digital marketing

**Title:** PIA Member Webinar— Accelerate Your Agency's Digital Marketing with YouTube and Visual Content Marketing

**Date & Time:** Tuesday, May 12 at 2:00 p.m. Eastern

**Duration:** 50 minute presentation followed by 10 minute Q&A

**Register:** [PIA member agents click here to register](#)

<http://www.pianet.com/benefits/marketingmaterials/051215webinarregistration>

**About the Presenter:** Christopher Paradiso is one of the most passionate, dynamic agency owners in the insurance industry today. His willingness to embrace change and adopt technology has taken his agency to the next level. In 2011, Chris was excited to introduce “Paradiso Presents LLC”, a social media program aimed at teaching small agencies how to not only survive, but compete in today’s complex online marketing world.

**Brought to You by the PIA Branding Program and PIA’s Pinnacle Partners:** This webinar is made available through the PIA Branding Program which provides PIA members with print ads, radio

commercials, social media support and other marketing materials. Learn more at [www.piabradingprogram.com](http://www.piabradingprogram.com).

Funding for the PIA Branding Program is provided in part by PIA's Pinnacle Partners, highly regarded insurance companies that demonstrate their commitment to the independent agency distribution system and support the development of new marketing tools made available to PIA members through the PIA Branding Program. **PIA's Pinnacle Partners are Bankers Insurance Group, Encompass Insurance, Erie Insurance, Harleysville Insurance, Progressive Insurance, State Auto Group, The Hartford, The Motorists Insurance Group, and Wright Flood.**