

# Expert Content Strategy Guide

*Insurance: Generic B2B Lead Nurture*

*July 2025*



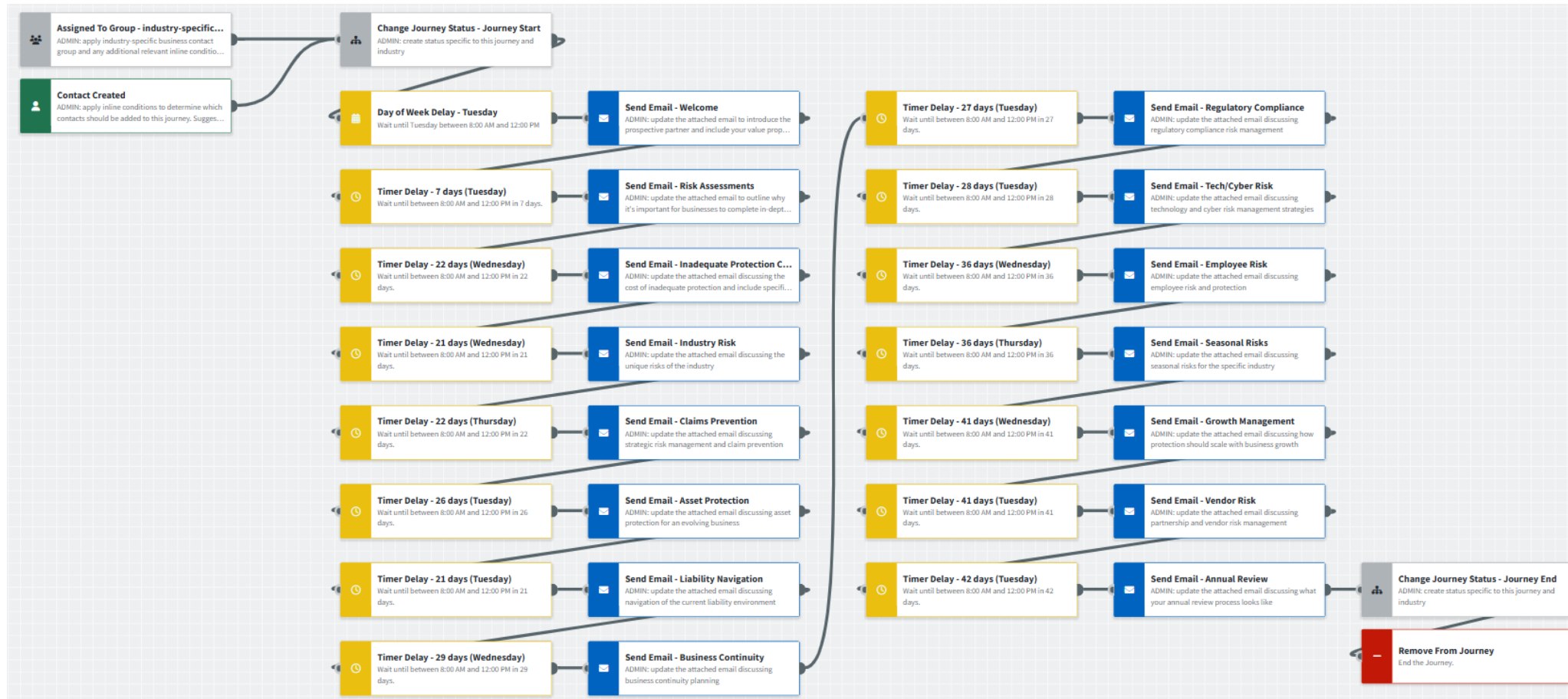
## Communication types: Email

Leverage this journey wireframe to market to specific industry contacts about partnering with your organization for insurance coverage. 15 emails are sent over roughly 13 months, spaced out to avoid overcommunicating. Some timer delays are shorter or longer and meant to mimic an agent sending direct emails. Sending windows are set for 8am-12pm but should be adjusted to meet industry trends (e.g. manufacturing may be 8:30-10am, retail from 10am-12pm, or healthcare 7-9am or 2-4pm).

Apply industry specific information to the journey to configure it to each of the industries you work with. The wireframe does not include content but has email templates with suggested topics and talking points. You can update the existing email templates or add/replace with your own. The emails leverage corporate headers for a clean, professional look. Emails are sent on behalf of an individual agent. Adjust tone for warmer or colder lead nurture campaigns.

*\*All communications should be reviewed prior to initiating the journey.*

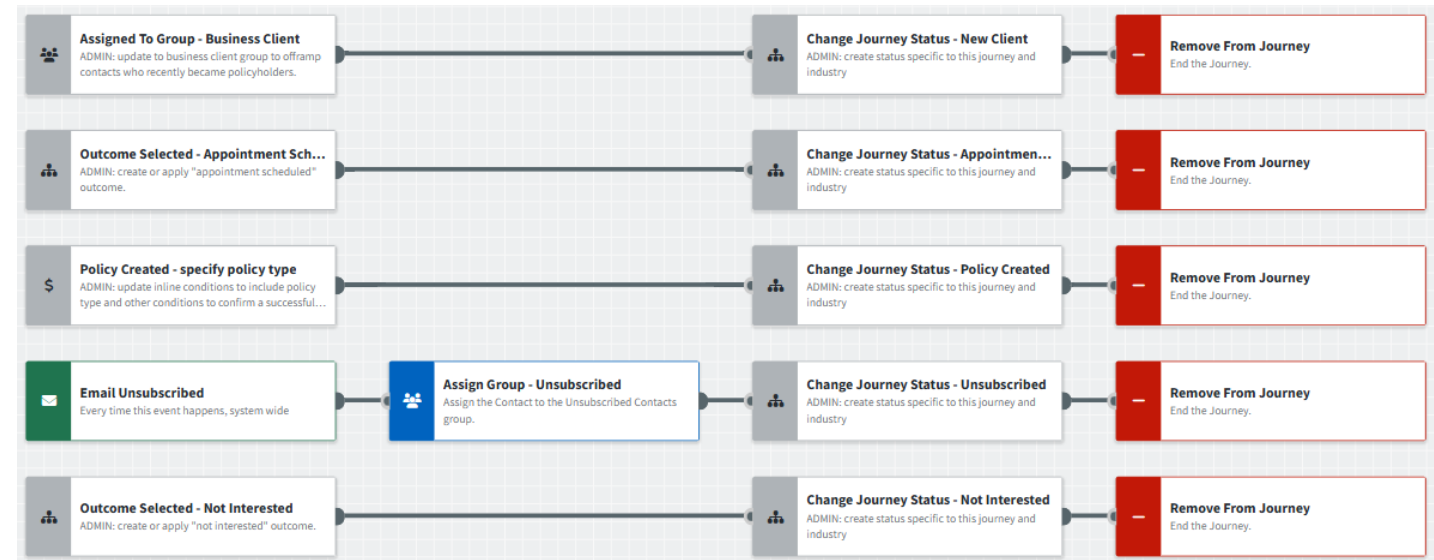
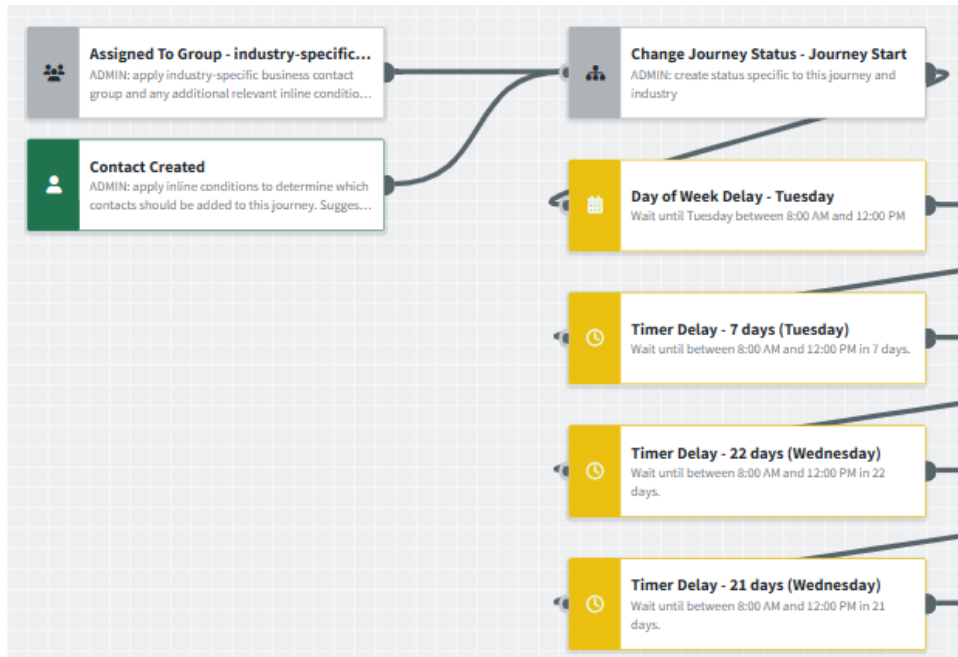
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## Journey Notes:

- Email templates include key message, talking points, and call-to-action recommendations. They are not completed templates and will need industry-specific topics and trends applied.
  - Each email should be edited from your marketing admin's email list or swapped for custom emails.

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## Journey Notes:

- Onramps and offramps will need to be reconfigured for each specific industry.
- Outcomes are used as offramps by default but can be removed if agents are not active in the platform.
- Timer delays are set to send Tuesday-Thursday between 8am-12pm to align with B2B email marketing trends.

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Hi,

**Key Message**  
I partner with business leaders in your industry to identify, assess, and mitigate risks that could impact operations, profitability, and long-term growth.





**Core Talking Points**

- Introduction as risk management advisor specializing in industry-specific business protection
- Understanding that every business faces unique operational risks
- Commitment to education-first approach rather than sales pressure
- Track record of helping businesses optimize protection while managing costs







Let me know a good time to chat through your business structure and current risk management approach. Looking forward to getting to know you and your business more!



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Hi,

**Key Message**  
Effective risk management starts with comprehensive assessment of all potential business disruptions, not just obvious liability concerns.

**Core Talking Points**

- Most businesses underestimate total risk exposure
- Risk management extends beyond traditional insurance to operational continuity
- Early identification of risks is significantly more cost-effective than reactive responses
- Case study: include a link to a blog post or white paper, or include a brief client impact story.



I'm happy to provide a complimentary business risk assessment at a convenient time for you. Reach out so we can setup time!



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Hi,

**Key Message**  
The gap between adequate and inadequate protection often determines whether businesses survive major disruptions or become cautionary tales.

**Core Talking Points**

- Statistics on business closure rates following major losses
- Hidden costs beyond direct damage (lost revenue, customer relationships, employee retention)
- Insurance as business continuity investment, not just expense
- Recovery timeline differences between well-protected and under-protected businesses

I'm happy to provide a coverage gap analysis when you're ready, just reply or give me a call to connect.



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## Email Subject Line:

- Partner with {{sender.company}} to protect your business
- Go beyond basic coverage with our comprehensive risk assessment
- What happens when "good enough" coverage isn't enough?

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Hi ,


**Key Message**  
Each industry has unique risk characteristics, and generic insurance approaches often leave critical exposures unaddressed.

**Core Talking Points**





- Common risk patterns observed across different business sectors
- Emerging risks that traditional coverage might not address
- Regulatory environment changes affecting business insurance needs
- Benchmarking protection levels against industry standards

Would you like to discuss more about [specific industry] risks? I can provide a no-obligation consultation specific to your industry.


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Hi ,

**Key Message**  
The best claim is the one that never happens, and strategic risk management focuses on prevention over reaction.

**Core Talking Points**

- Prevention strategies that reduce both frequency and severity of potential claims
- Employee training and safety protocols that insurance carriers reward
- Technology solutions for risk monitoring and early intervention
- Documentation and process improvements that support claims defensibility

Would you like to learn how other businesses in [specific industry] mitigate risk and prevent claims? With my experience in the industry, I can help apply strategies to implement in your business.

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Hi ,


**Key Message**  
As businesses grow and evolve, protection strategies must adapt to cover increasing asset values and changing risk exposures.

**Core Talking Points**





- Regular business valuation importance for adequate coverage limits
- Intellectual property and intangible asset protection
- Equipment and inventory valuation methods
- Personal asset separation strategies for business owners

Have you done a business valuation and asset protection review recently? If not, I'm happy to assist. Feel free to call me or [schedule time](#) when it's convenient for you.


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## Email Subject Line:

- Risk management insights for [specific industry]
- Is your business managing claims or mitigating risk?
- Let's go beyond the basics of asset protection



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Hi ,

**Key Message**  
Liability exposures continue expanding as business relationships become more complex and legal standards evolve.

**Core Talking Points**

- Evolution of liability exposures in modern business environment
- Professional liability considerations across different service industries
- Product liability and recalls for businesses with physical goods
- Cyber liability as essential business protection

We offer comprehensive liability assessments at Expert Insurance and I'd be happy to get you started when you're ready.



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Hi ,

**Key Message**  
Business continuity requires coordinated planning that includes but extends well beyond insurance coverage.





**Core Talking Points**

- Business continuity planning components beyond insurance coverage
- Supply chain disruption management strategies
- Alternative location and remote work capabilities
- Communication protocols during business interruptions








Do you have a business continuity plan in place? If not, let's get started so you're ready to keep your business going in any event.



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Hi ,

**Key Message**  
Maintaining regulatory compliance not only avoids penalties but often improves insurance terms and reduces overall risk exposure.





**Core Talking Points**

- Mandatory insurance requirements across various business activities
- Industry-specific compliance obligations affecting insurance needs
- Documentation and reporting requirements that support coverage
- How proper compliance can reduce insurance costs







At Expert Insurance, we surface industry-specific compliance and insurance requirements to keep your business competitive. Call or email me to learn more.



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## Email Subject Line:

- Navigating today's liability environment
- Learn how continuity planning can keep you in business
- Did you know compliance can be a competitive advantage?

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Hi ,

**Key Message**  
Every modern business depends on technology, making cyber and technology risk management essential regardless of industry or size.





**Core Talking Points**

- Cyber risk exposure for businesses of all sizes and industries
- Data breach response planning and insurance considerations
- Technology dependency risks and system failure protections
- Vendor and third-party technology risk management


I can share some more information about how we've assisted other businesses in this area. Feel free to [schedule time](#) with me for a technology risk assessment or, reply back and I can share some information.



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Hi ,

**Key Message**  
Employees represent both your greatest business asset and significant risk exposure requiring comprehensive protection strategies.

**Core Talking Points**

- Workers' compensation optimization strategies
- Employment practices liability prevention
- Key employee protection and succession planning
- Benefits administration and fiduciary responsibilities

Whether you employ 1 or 1,000 employees, we're here to help keep your biggest asset safe.



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Hi ,

**Key Message**  
Business risks fluctuate seasonally, and protection strategies should account for these predictable variations.





**Core Talking Points**

- Weather-related risks affecting all business types
- Seasonal employee and customer activity changes
- Holiday and vacation period risk management
- Seasonal cash flow and business interruption considerations


What are some other seasonal risks keeping you up at night? Call me and let's talk through some of the risk management strategies I've seen other businesses implement.



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## Email Subject Line:

- Technology poses risks beyond cyber attacks - open to learn more.
- Employees: your biggest asset and your biggest exposure
- Seasonal risks: weather, holidays, supply, and more



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Hi ,

**Key Message**  
Business growth introduces new risk exposures that require proactive identification and protection strategy updates.





**Core Talking Points**

- New risk exposures that emerge during business expansion
- Geographic expansion and multi-location risk considerations
- New product or service line risk assessment
- Increased liability exposures from growth activities

I've seen businesses grow rapidly and steadily. I'd love to share some of the most effective strategies we use to scale protection with your business evolution.




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Hi ,

**Key Message**  
Business relationships create shared risks that require careful management through both contractual protections and insurance coverage.





**Core Talking Points**

- Vendor and supplier risk assessment protocols
- Contractual risk transfer and indemnification strategies
- Joint venture and partnership risk allocation
- Supply chain disruption protection

How secure do you feel with your current vendor and partnership risk management strategies? If you have any concerns, I'm here to help.




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Hi ,

**Key Message**  
Annual comprehensive review ensures risk management strategies remain aligned with current business operations and future growth plans.





**Core Talking Points**

- Comprehensive annual review of all risk exposures and protections
- Business changes over the past year affecting insurance needs
- Market changes in insurance coverage options and pricing
- Strategic planning for upcoming year's risk management priorities

At Expert Insurance, we check in regularly with our clients in addition to our yearly comprehensive review of your unique risks and current coverage.




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## Email Subject Line:

- Is your business protection scaling with you?
- {{sender.company}} can help develop contractual protections and vendor risk strategies.
- How often do you review your business protection strategy?