



Did you know users typically retain 95% of a message watched on video as opposed to only 10% read in text? Or that on average, users watched about 17 hours of online video content per week in 2023?¹ No matter where your agency's marketing is in today's content marketing space — video is key!

Video is a valuable part of any digital marketing mix. Luckily, Foremost Insurance® is here to help you unlock the power of video with **co-branded videos**. They're easy to access, free and co-branded with your agency's contact information.

HOW TO REQUEST A CO-BRANDED VIDEO FROM FOREMOST®

Simply visit **ForemostAgent.com/Videos**, view the available videos and then click the "Request Co-Branded Videos" button to fill out the request form. Select the videos you want and soon we'll deliver fully branded video right to your inbox!

The screenshot shows the Foremost website's 'Marketing Resources' section. At the top, there's a navigation bar with links: 'Our Story', 'Products', 'Marketing' (highlighted), 'Education', 'Contact', 'Get Appointed', and a 'Log In' button. Below the navigation bar is a dark banner with the text 'MARKETING RESOURCES' and a sub-header 'Download logos, create co-branded videos, access our company bio for your website, and more. We're all about A Better Insurance Experience® for you.' A blue button labeled 'Go to Social Media Suitcase' is centered below the banner. Below the banner are three light blue boxes: 'Marketing Resources' (with a microphone icon), 'Co-Branded Videos for Your Agency' (with a play button icon and highlighted in blue), and 'Logos, Company Bio and More' (with the Foremost logo icon). Below these boxes is a section titled 'FREE CO-BRANDED VIDEOS'. It contains text explaining that independent agents can receive free co-branded videos by submitting a request. It lists three steps: Step 1: Provide contact information and producer code(s); Step 2: Enter your agency's information and select which video you would like co-branded (all options are below); Step 3: Review the end screen(s), make customizations and then submit your request!. An orange arrow points from Step 3 to a blue button labeled 'Request Co-Branded Videos'.

FOREMOST® For Agents & Producers
A Farmers Insurance® Company

Our Story Products Marketing Education Contact Get Appointed Log In

MARKETING RESOURCES

Download logos, create co-branded videos, access our company bio for your website, and more. We're all about A Better Insurance Experience® for you.

Go to Social Media Suitcase

Marketing Resources Co-Branded Videos for Your Agency Logos, Company Bio and More

FREE CO-BRANDED VIDEOS

If you're an independent agent appointed to write Foremost® and/or Bristol West® insurance products, you can receive free co-branded videos by submitting a request! Once your request has been received, we will review it and then contact you when your videos are ready to download.

Step 1: Provide contact information and producer code(s).
Step 2: Enter your agency's information and select which video you would like co-branded (all options are below).
Step 3: Review the end screen(s), make customizations and then submit your request!

Request Co-Branded Videos

VIDEO PLACEMENTS TO SUPERCHARGE YOUR MARKETING

Once you receive your branded video, what do you do with it? Great question. There are many ways you can use co-branded videos, but here are our tips for getting the most impact from your videos:

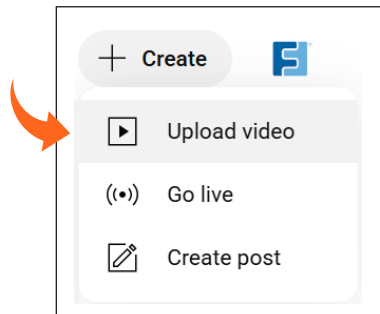
YouTube Channel

Start by hosting the videos on your agency's YouTube™ channel. This allows you to easily share your video in other places, like on websites, in Google™ Ads or in emails. Here's how to upload your co-branded videos:

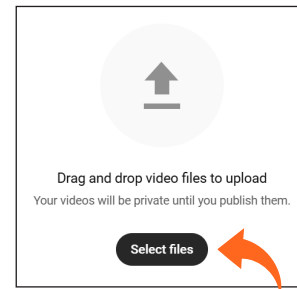
1. Log in to your agency's YouTube channel.

2. Click the **Create** button. 

3. Select **Upload video**.



4. Click the **Select files** button and click on the video you'd like to upload or drag and drop the video file to upload.

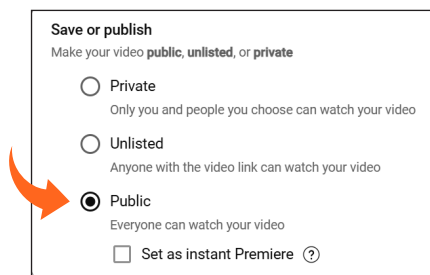


5. Your video will begin uploading and processing. While that's happening, you can complete everything in the Details section (create a video title, write a description with a clear call to action [e.g., "Call us at 123-456-7890 to get a quote!"], choose or upload a thumbnail image and add any other necessary information).

6. When your video has finished uploading and processing, click **Next** and follow the prompts for Video elements. (We highly suggest including subtitles, which you can add at this point or YouTube will automatically populate them after the video is published.)

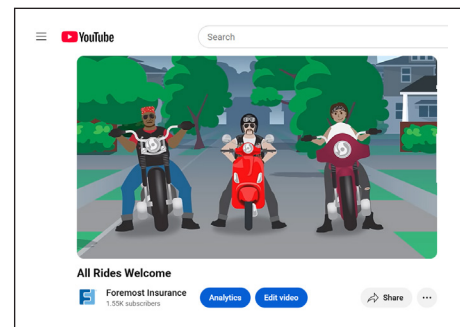
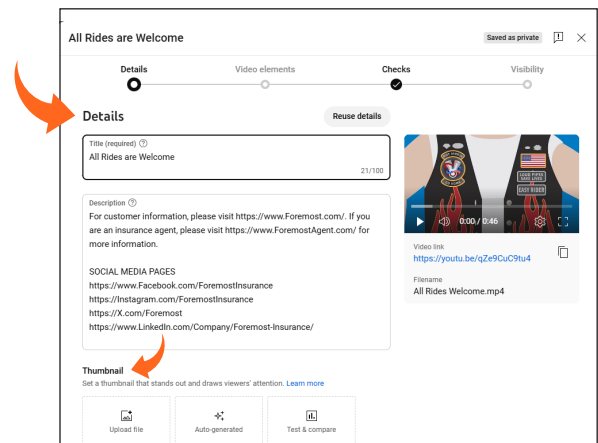
7. Click **Next** again to make sure there are no issues in the Checks section.

8. Under Visibility, select **Public** if you want everyone to be able to see your video.



9. Lastly, click Save.

Now your video is ready to view and share!



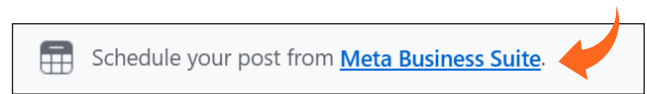
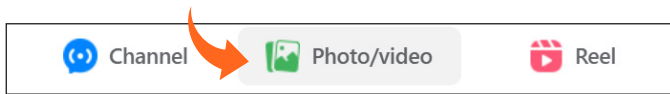
Other Social Media Platforms

Video is extremely popular across all social media platforms and may dramatically outperform other post types on some platforms. Here are a few stats:

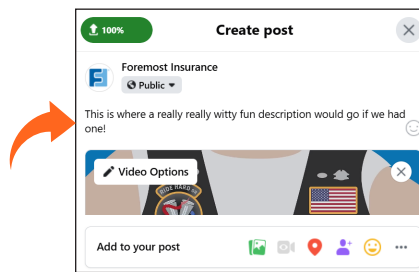
- More than 1 billion hours of video are streamed per day on YouTube.³
- Facebook® and Instagram® users spend 50% of their time on the app watching videos.²
- Instagram® users spend 50% of their time on the app watching Reels.²
- Four out of every five user sessions on X now include watching video.²
- On the LinkedIn® platform, video posts get shared 20 times more frequently than other post types.²
- Short-form video delivers the highest ROI compared to other marketing trends.¹

These are all reasons why social media is a great place to share your co-branded videos! You'll engage your page followers with exciting content and they can easily share the videos with their friends, generating lots of organic buzz for your business. Here's how to upload a video on the Facebook site:

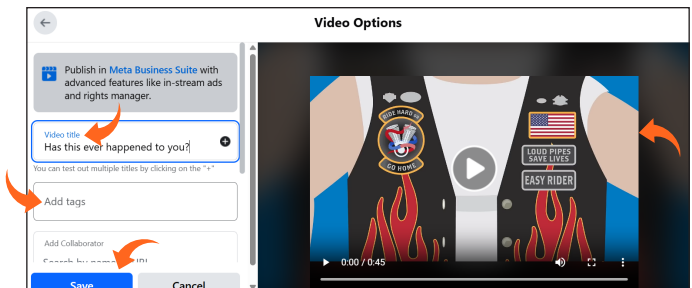
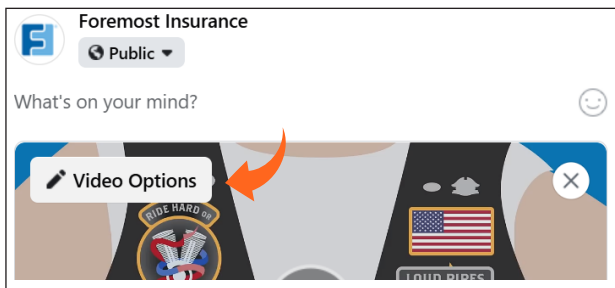
1. Go to your agency's Facebook page.
2. In the Create post section, click **Photo/Video**. If you'd like to schedule your video for a later time, start your post from the tab labeled Planner in the Meta Business Suite.



3. Double click the video file you'd like to share.
4. Your video will begin uploading. In the meantime, you can write a description. Try asking a question that will encourage comments (e.g., "Has this ever happened to you?") and include a clear call-to-action (e.g., "Give us a call at 123-456-7890 to learn more!").



5. Click the **Video Options** button to give your video a title, pick a thumbnail, add captions and other options. Then hit **Save**.



6. When your video is done uploading, you'll see a green 100% in the upper-left corner. If you're ready to publish your video immediately, select **Next**. This will bring up a preview window; click **Post**.
7. After your video is published, you'll be able to find it in the Videos tab on your page. Here, you can keep track of your video's views, and comments. For a more detailed look at your video's metrics, head to Insights.

PRO TIP

If you want to share a video directly on Instagram, X or other mobile-focused social media platforms, we suggest using a Google Drive™, Dropbox or other online storage account. Afterward, you'll be able to easily upload the video to any social media platform with your mobile device.

Website

A video can bring new personality to your agency's website and make first impressions of your agency much more memorable. Adding video to landing pages can better communicate product benefits and features, potentially boosting conversion rates by up to 80%.² Using YouTube features, you can copy the video link or embed video code to publish the video on your website. Make it front and center on the homepage to attract attention!

Note: Sharing links to your agency's YouTube channel will help you improve search engine optimization (SEO) for your website. That means it will be easier for people to find your website when searching for local insurance on Google.

Google Ads

Video is a powerful addition to any Google Ad campaign. If you're running or want to run Google Ads — whether Performance Max, YouTube or Display — video has been shown to significantly improve ad engagement, reach and conversion rates. With the video uploaded to your YouTube account, it's easy to include video in your next Google Ad campaign!

Emails to Customers

As you may already know, email is a great resource for contacting and sharing helpful information with customers when permissible. Including videos in marketing emails can boost click-through rates by as much as 300%.² Try incorporating your co-branded video YouTube link in your next email — it could be a fun referral opportunity! And don't forget to create a call to action (e.g., "If you enjoyed watching this video, share it with a friend or family member.").

Request a co-branded video at **ForemostAgent.com/Videos**,
or visit **SocialMediaSuitcase.com** for more digital marketing tips.

¹Sprout Social: <http://bit.ly/3GclDow>

²WebFX: <http://bit.ly/3T31DxY>

³Youtube: <https://bit.ly/4kNwTwY>

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