

LEADGEN ONDEMAND

YOUR NEW MARKETING SYSTEM TO GROW BUSINESS SUCCESS



LeadGen OnDemand - Your new marketing campaign system, with emails, printed postcards and brochures. This unique marketing system promotes YOU. Best of all, we pay for the services, printing and postage. Everything is FREE.

It's easy to register.

Sign up in less than 30 seconds and start using LeadGen OnDemand right away. As our appointed agent, we already have an account ready for you – simply add your contact information and you're ready to send!

Register your account > leadgen.icwgroup.com/register



It's targeted.

Want to grow your business in a specific industry? No problem. LeadGen OnDemand is here for you. Simply choose from hundreds of compelling messages and images to demonstrate how you're the best partner to help prospects lower risks, reduce claims, prevent fraud, save on premiums and more.

It's full-featured.

- A complete solution – email and direct mail, all in one.
- Messages come directly from YOU.
- Printing, mailing, postage – all at no charge!
- Tons of headlines, images & messages to choose from.
- Easy to use – click to create, click to send.



It's our treat.

Did we say it's absolutely free? As our valued partner, we pay for all printing, postage, mailing, email and campaign tracking. Speak directly to the needs of today's work comp buyers and watch your phone ring off the hook. Let's work together to grow business!

Questions? Contact your BDU to get started or reach out to agentleadgen@icwgroup.com - we're happy to help!

LeadGen OnDemand Flyer_rev021822

Learn more at icwgroup.com/leadgen

ICW Group Insurance Companies include Insurance Company of the West and Explorer Insurance Company