



# Insurance Defense Marketing

*Helping You Connect with Insurance Panels*

BUSINESS DEVELOPMENT CAMPAIGNS  
REQUEST FOR PROPOSAL (RFP) RESPONSES  
OUTSOURCED MARKETING DEPARTMENT

A SERVICE OF



LEGAL EXPERT CONNECTIONS, INC.

866-417-7025 [www.insurancedefensemarketing.com](http://www.insurancedefensemarketing.com)

## How to Get on More Insurance Panels

### Connect with Panel Managers

Applying for insurance panels can be a mysterious process. It is hard to know when to attempt an introduction, who to contact, and what to say.



We make it our business at Legal Expert Connections to identify who you need to contact at an insurance company, self-insured entity, or third-party administrator to gain consideration on their outside panel counsel program. You get detailed contact information for claims litigation managers, as well as help in preparing and distributing professional marketing materials.

From the Pacific Northwest to Florida, California, New York, Texas, and dozens of other states, we can help you target new business opportunities in your territory.

### What Our Clients Say

*"We have a new client, which I think is down right amazing. In working with other marketing firms, it took months and sometimes years to get a new client. With your help, we did it in less than a month. Wow!!!" – January, 2018*

*"I thought I'd let you know that we have become panel counsel now for the second insurance company because of you. Thank you again." – October, 2017*

*"I wanted to pass along some very good news we received this morning. We just got word that our firm has been added to an EPLI panel! It was a long journey, yet persistence paid off and we were able to develop a strong relationship with the panel manager. We're thrilled for this opportunity and thankful for all your assistance. We have four other promising leads, and are grateful to see our efforts pay off. We just wanted to pass along this great development and thank you again for all your help along the way." – October, 2017*

# Accelerate Your Insurance Defense Marketing

## General Liability Campaigns

All areas of P&C claims can be targeted, including auto, construction, coverage and bad faith, homeowners, premises, professional liability, and other areas listed in this section.

## Employment Practices (EPLI) Campaigns

Employment defense attorneys often lose the chance to represent their own client when a claim is subject to an EPLI policy and the law firm is not on the insurer's panel. We identify panel managers at EPLI insurance carriers and self-insured entities for your business development efforts.

## Retail, Restaurant & Hospitality

Retailers, restaurant chains, and hotels need legal defense services across a range of claim types, including premises liability, employment practices, product liability, trucking, and workers' compensation.

## Trucking & Transportation Campaigns

Thousands of trucking companies across the U.S. are in our database, with details on the number of truck units and drivers. We also know which insurance carriers serve the trucking industry.

## Workers' Compensation Campaigns

Workers' compensation insurance carriers, employers who maintain a self-insured retention (SIR) program, third party administrators (TPAs), and Longshore and Harbor Workers' Compensation Act programs can all be targeted in your customized business development campaign.



## About Us

Legal Expert Connections is a national legal marketing agency, concentrating on business development. We have been helping lawyers and experts across the country grow their practice since 2003.

You can focus on the law when we do the marketing. We are familiar with attorney advertising guidelines, and work quickly to implement and manage targeted marketing campaigns.

## Three Reasons to Use Legal Expert Connections, Inc.

1. **We are the leading U.S. legal marketing agency specializing in the insurance defense market.** We have helped more than 125 insurance defense law firms nationwide pursue new insurance panel counsel clients.
2. **You get a structured business development process.** We guide your law firm through a proven three-step campaign that brings discipline, focus, and productivity to your marketing efforts.
3. **Increase revenue with professional, Bar-compliant legal marketing campaigns.** We do the research to identify insurance panel managers, so you can focus your time on the business development process.

*Contact Margaret Grisdela to discuss a personalized marketing campaign.*

## Start Now to Get on More Panels



# LEGAL EXPERT CONNECTIONS, INC.



***Your Satisfaction  
is Guaranteed***

## Legal Marketing & Business Development

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