



# 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

*"I have been emailing from your prospect list and I am very pleased with our responses back so far."*  
-- July, 2020

*"In direct response to our proposal, we just got signed up by [ABC] Insurance Group!"* -- January, 2020

*"One insurance carrier is "adding me to their panel and we'll get started sometime after the first of the year. Finished the information form for a second carrier and waiting to hear back from them. Thanks very much for your help – I wish I'd come to you a long time ago."* -- November, 2019

*"We have some good responses so far, including a couple of in-person meetings that are in the works."*  
-- September, 2019

*"I had a call today from a potential new client in NC. Towards the end of the conversation, he said I must have someone really good doing my SEO because I dominate the [subject area] expert search results. I told him I do - you!"*  
-- Testifying Expert and Attorney, March, 2019

# 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

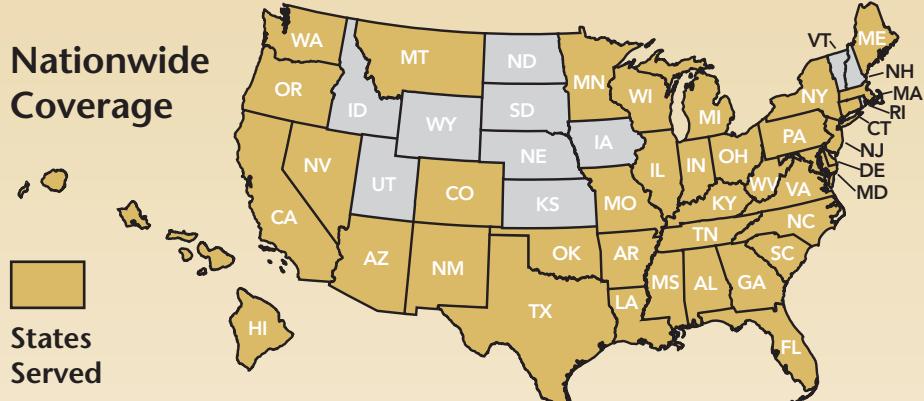
Workers' compensation insurance carriers, employers who maintain a self-insured retention (SIR) program, third party administrators (TPAs), and Longshore and Harbor Workers' Compensation Act programs can all be targeted in your customized business development campaign.



## 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 200 insurance defense law firms in 40 states pursue new insurance panel counsel clients.

### Nationwide Coverage



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

Legal Expert Connections, Inc.  
2385 Executive Center Drive, Suite 100  
Boca Raton, FL 33431

**866-417-7025**

[mg@legalexpertconnections.com](mailto:mg@legalexpertconnections.com)

[www.LegalExpertConnections.com](http://www.LegalExpertConnections.com)  
[www.InsuranceDefenseMarketing.com](http://www.InsuranceDefenseMarketing.com)  
[www.EmploymentLawMarketing.com](http://www.EmploymentLawMarketing.com)