



# Accelerate Your Marketing Efforts and Create Engaging Video Emails with a Simple Online Tool

Advisor Guide: For UBA Member Use Only

▶ Business owners are awash in a sea of emails, billboards texts and direct mail from companies trying to sell them something. Benefit advisors have to compete for employers' attention not only with other brokers but with a wave of other companies that are bombarding your clients and prospects with messages. How can you make your firm stand out from the pack? Brainshark, a UBA-Certified Solution, can help you create dynamic and interactive presentations and communication tools that can showcase your expertise in employee benefits. This easy-to-use tool can lift your marketing efforts to the cutting edge of today's technology, help grow your business and engage your current clients.



## Why Brainshark?

**Professional Presentations Made Easy:** Brainshark allows users to add video and audio elements to PowerPoint slides. These presentations can be emailed or posted on your website.

**Step Up Your Marketing:** Members can use Brainshark as a marketing tool in all sorts of ways. You can easily create a multi-layered email message for prospects or build an online video presentation about your firm on your corporate website.

**Track Views:** With Brainshark, you can view who watched your presentation at what time, helping you track leads from your marketing efforts.

**Training:** Brainshark's "quiz" feature allows users to create presentations that are ideal for compliance training for agencies and clients.

**Special Pricing:** As a UBA Member, you can license this tool at a 90 percent discount off the retail price.

### Cost:

\$1,000 annual agency fee  
(retail price: \$10,000)

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