



FoaSon.com

# How to use FoaSon.com as a marketing tool

A guide to using and thinking about FoaSon.com to  
serve your clients better.

Prepared for Foa & Son by Rome Design Agency

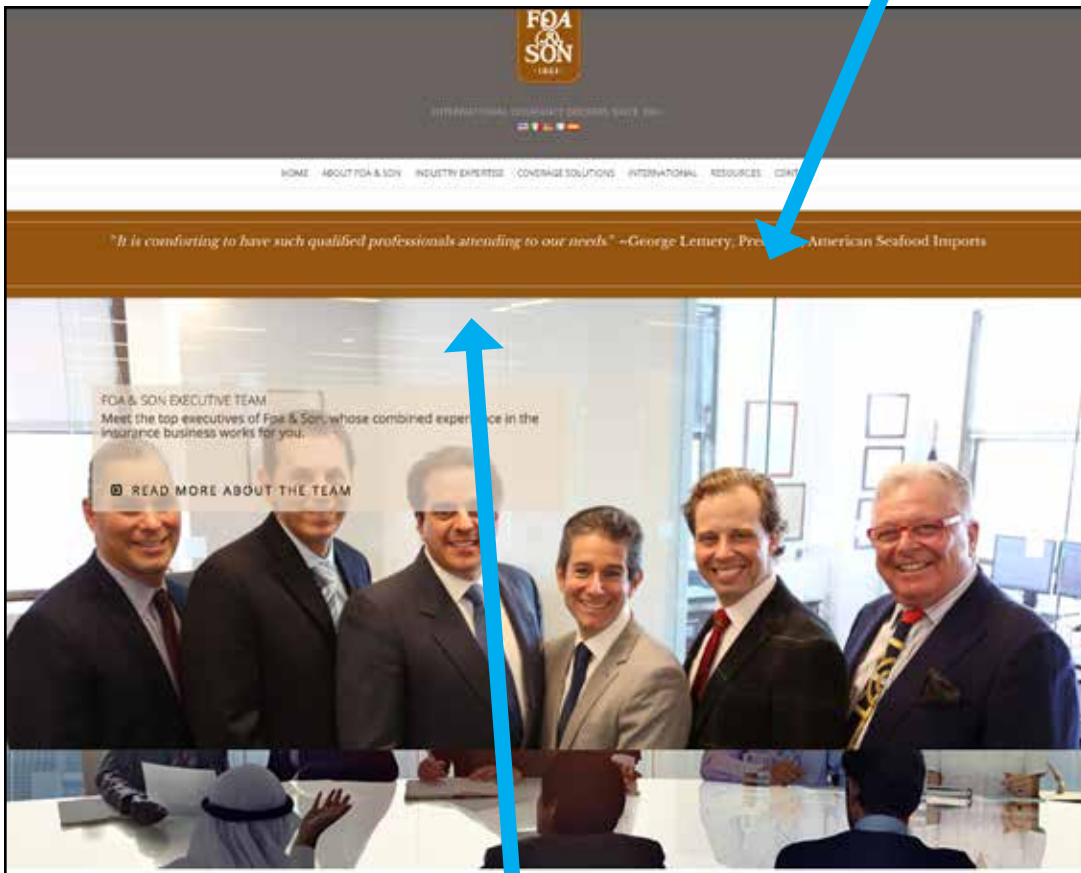


ROME DESIGN AGENCY

## *On the Homepage*

### 1. Breaking news and important information

The homepage provides a space to feature breaking news and important information, which is then clickable to a page with further news and information on the subject. See following page for an example.



*Example:  
Hurricane Alert.  
This was utilized  
during Hurricane  
Season 2015 to  
provide extra  
support for Foa &  
Son clients.*

### 2. Client Testimonials

The homepage features client testimonials. The more we have, the more professional this looks.

Please ask your clients if you may use a quote from their company to feature on the website. They may also go to this address to submit:

[www.foason.com/clientfeedback](http://www.foason.com/clientfeedback)

# Special News Page

## Timely Information for clients

We can feature a link to this special information on the homepage, as we did with Hurricane Matthew.

*A Hurricane Alert link was featured on the Foa & Son homepage. A special page was then set up with a storm tracker and relevant links and numbers.*



## On the Homepage

### 3. Report a Claim

The homepage features a large button that connects people immediately with an Online Report A Claim form. This form resolves to this email: [reportclaim@foason.com](mailto:reportclaim@foason.com)

The image shows a screenshot of the Foason homepage on the left and a detailed view of the 'REPORT A CLAIM' form on the right. A blue arrow points from the 'Report a Claim' button on the homepage to the form. Another blue arrow points from the 'QUICK CLICKS' section on the homepage to the 'REPORT A CLAIM' form.

**REPORT A CLAIM**

Please fill out the below form and a Foal & Son Claims representative will contact you immediately.

Fields marked with \* are required.

Type of Claim \*

Property

Client Name or Business \*

Client Address

City \*

State \*

Country \*

Zip / Post Code \*

Best Telephone Number to Contact You \*

Your Email \*

Your Loss - What Happened? \*

Where did the Loss Happen? \*

Is there anything else important to know about this loss? \*

Submit

Turn On Builder (Edit)

[www.foason.com/claims/](http://www.foason.com/claims/)

### 4. Quick Clicks

If you believe you have content that merits a Quick Click position on the homepage, please let us know. This content is changeable.

# Industry Expertise Pages

[www.foason.com/industryexpertise](http://www.foason.com/industryexpertise)



INTERNATIONAL INSURANCE BROKERS SINCE 1861



[HOME](#) [ABOUT FOA & SON](#) [INDUSTRY EXPERTISE](#) [COVERAGE SOLUTIONS](#) [INTERNATIONAL](#) [RESOURCES](#) [CONTACT](#)

## INDUSTRY EXPERTISE

*Over the past 150 plus years, Foa & Son has stood firm on our belief that we need to understand our clients' industries in order to build insurance solutions that work.*

We invest time and resources into developing a broad knowledge base of the industries that we represent. We do this by staying in close contact with our clients and understanding their issues, being active members of specific trade organizations, and attending industry events where we can continue to learn. As a result, we are able to provide a targeted approach to building an insurance program that will meet or exceed the expectations of our clients. Premium dollars should be allocated first towards those risks that are critical, providing you with peace of mind while putting profits back on your bottom line. Please take some time to learn more about how Foa & Son works within your specific industry.

### WE SPECIALIZE IN THE FOLLOWING INDUSTRIES



FOOD INDUSTRY



REAL ESTATE OWNERS & DEVELOPERS



CONSTRUCTION



RETAIL & APPAREL



MULTINATIONAL COMPANIES



FAMILY OFFICES & FOUNDATIONS



SOCIAL SERVICES SECTOR



LIFE SCIENCES



MUNICIPALITIES

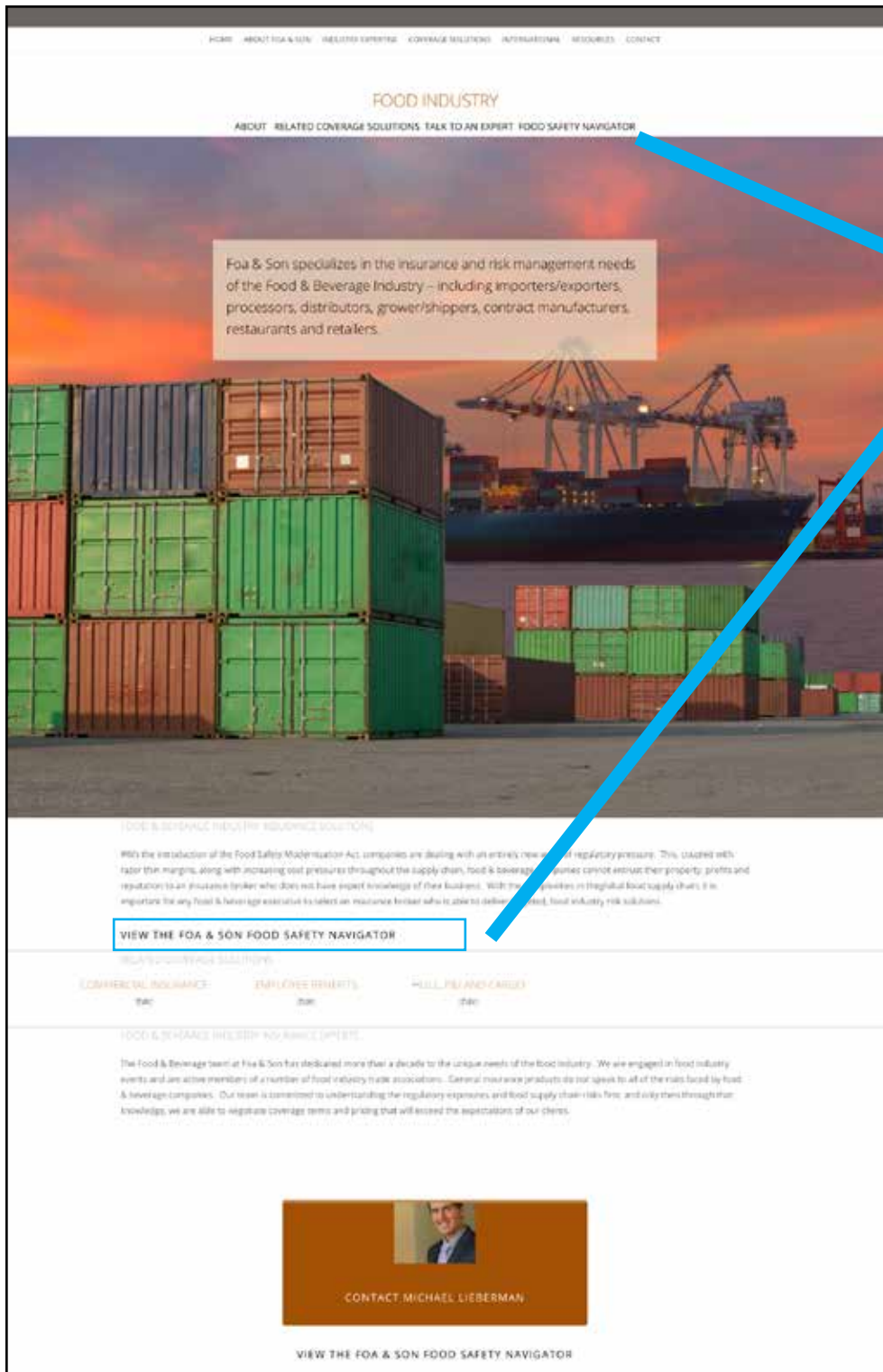


AUTOMOTIVE

# Industry Expertise Pages

## 1. Add a focus page for a product or service your department offers

The Industry Expertise page can spotlight a product or service that you offer, which then links to its own page with descriptions and photos. This is a way to translate your department brochure or PDF handout into an integral part of the website.



*Example:  
Food Industry added  
the Food Safety  
Navigator page to  
their section.  
See next page.*

# Example of an Industry Focus page

## Ex: The Food Safety Navigator

We collaborated with the Food Industry department heads to bring to life a brochure/handout that features the Foa & Son product: Food Safety Navigator. This page is the result. This is available for all departments.



[www.foason.com/fsn/](http://www.foason.com/fsn/)

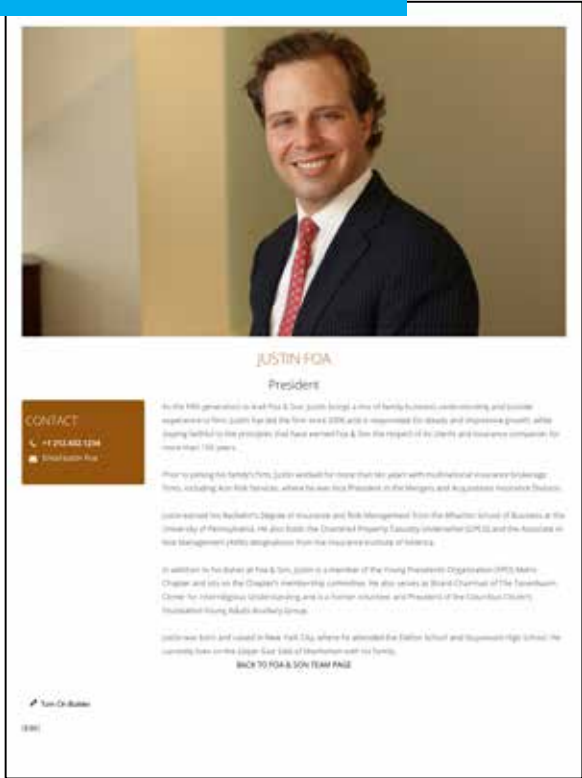
# Team Pages

Each Team member has a web page

The address for each member follows this formula :  
[www.foason.com/firstnamelastname/](http://www.foason.com/firstnamelastname/)

[www.foason.com/about/team](http://www.foason.com/about/team)

[www.foason.com/justinfoa/](http://www.foason.com/justinfoa/)



**JUSTIN FOIA**  
President

**CONTACT**  
+1 717.482.1234  
Email Justin Foia

As the 10th generation in what Foia & Son, Justin brings a true family business understanding and passion, operational expertise gained from all the fine work done and a responsibility for steady and improving growth while staying faithful to the principles that have earned Foia & Son the respect of its clients and insurance companies for more than 100 years.

Prior to joining the family firm, Justin worked for more than 10 years with multinational insurance brokerage firms, including Aon Risk Solutions, where he was Risk President in the Mergers and Acquisitions Executive Division.

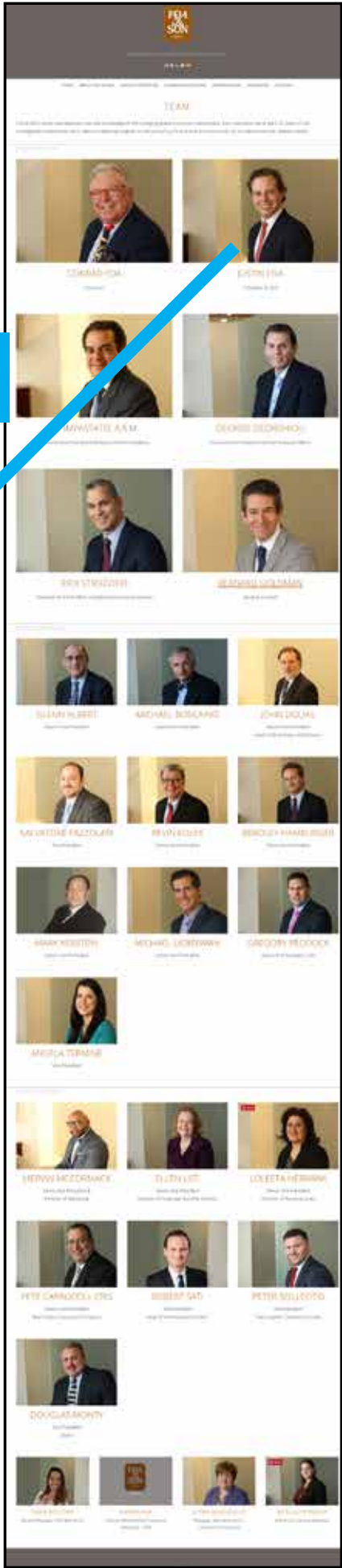
Justin earned his Bachelor's Degree in Finance and Risk Management from the Wharton School of Business at the University of Pennsylvania. He also holds the Chartered Property Casualty Underwriter (CPCU) and the Associate in Risk Management (ARM) designations from the Insurance Institute of America.

In addition to his duties at Foia & Son, Justin is a member of the Young Presidents' Organization (YPO) Main Chapter and sits on the Chapter's mentoring committee. He also serves as Board Chairman of the Tenselbaum Center for Entrepreneurial Understanding and is a former volunteer and President of the Foxcroft County, Massachusetts Young Adults Building Group.

Justin was born and raised in New York City, where he attended the Dalton School and Manhattan High School. He currently lives in the Upper East Side of Manhattan with his family.

[BACK TO FOIA & SON TEAM PAGE](#)

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**FOIA & SON**

TEAM

CHRISTOPHER FOIA  
JOHN FOIA

ANDREW WITKO, A.A.M.  
GEORGE BEDIKHOV

BRUCE STRAUZER  
JENNIFER LUNA KELLEY

WILLIAM HUBERT  
MICHAEL BOSKANG  
JOHN DOLAN

MARVIN FRIEDLANDER  
BRYAN GRIFFIN  
BENJAMIN HANDELBERGER

MARK KESTER  
MICHAEL LICHTENBERG  
GARRETT REDDICK

MICHAEL TORRES  
SARAH  
SHERYL MCCORMACK  
ELLEN LITZ  
LOREETA HERBING

FRED CARROCCO, CPCU  
TIMOTHY GAO  
PETER MULLERHOFF

DOUGLAS BROWN

ANGELA BROWN  
KATHLEEN  
JAMES BROWN  
MELISSA BROWN



# Foa & Son Newsletters Online

## Newsletters online

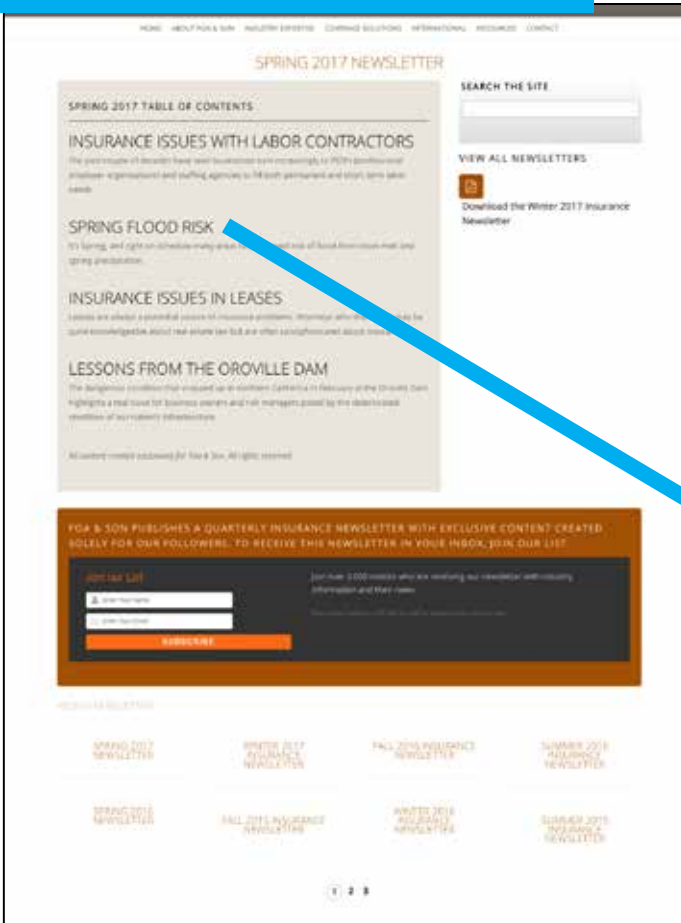
From 2012 - present and ongoing, the Foa & Son newsletters are now online and searchable, allowing you to find your exclusive content easily.

Each newsletter has its own page, and each article within the newsletter has its own page.

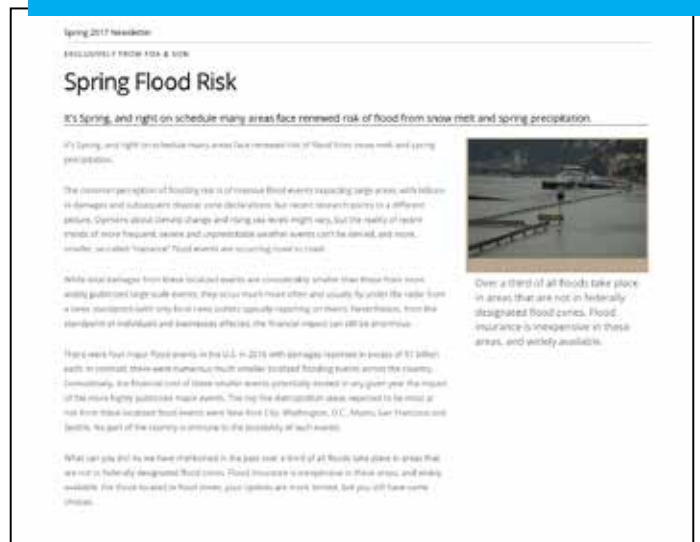
Each article may have a custom call to action that connects the content with a company service.

[www.foason.com/newsletters/](http://www.foason.com/newsletters/)

[www.foason.com/spring2017newsletter/](http://www.foason.com/spring2017newsletter/)



[www.foason.com/newsletter/spring-flood-risk/](http://www.foason.com/newsletter/spring-flood-risk/)



# How to get started

1. Send an email with your marketing idea and any questions to:  
Stephen: [sacunto@mac.com](mailto:sacunto@mac.com)
2. Agree on deliverables and timeline
3. Final review and approvals
4. It's live on FoaSon.com



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