



Your Marketing Support

THE PLAYBOOK

YourMarketingSupport.com

Our story begins with you.

Welcome to an agency built with you in mind.

Welcome to Your Marketing Services (YMS).

YMS isn't just another marketing service; we're your dedicated, in-house partner, ready to support you at every turn.

We're ready to join your journey—to listen, to create, and to, ultimately, deliver custom-tailored solutions for your business.

Adaptive change.

We understand that your business is dynamic and requires a partner who can keep up.

YMS was built with this in mind.

Founded on the idea of creating a flexible team of marketing specialists, we grow with our clients, adapt to their changing needs, and deliver services that feel like an extension of their brand.



Rooted in your industry. Ready to deliver.

Marketing experts with the certifications to match.

At YMS, we've been learning and growing alongside our partners for years.

While we excel in marketing, we also understand the importance of sales and products—the core of your business.

What does this mean in practice?

It means that while we're Google AdWords certified, many of us are also life and health licensed. We're experts in CRM platforms, and many of us hold Series 65 licenses, too.

Partnership is at the core of our promise. We strive to deeply understand your business before, during, and after our collaborations to bring your visions to life.

Welcome to a new kind of partnership. Let's grow together.

Ovi Vitas

Ovi Vitas
Chief Marketing Officer

BRAND EXPRESSION



DESIGN WITH



PURPOSE

GOING BEYOND THE INDUSTRY STANDARD

Brand Strategy & Positioning
Logo & Identity Development
Visual Language & Brand Extension
Motion Graphics
Packaging Design
Website Design
Print Materials

Advertising Design
Social Media Graphics
Presentation Design
Email Campaign Design
Tradeshow Design
Signage and Wayfinding Design

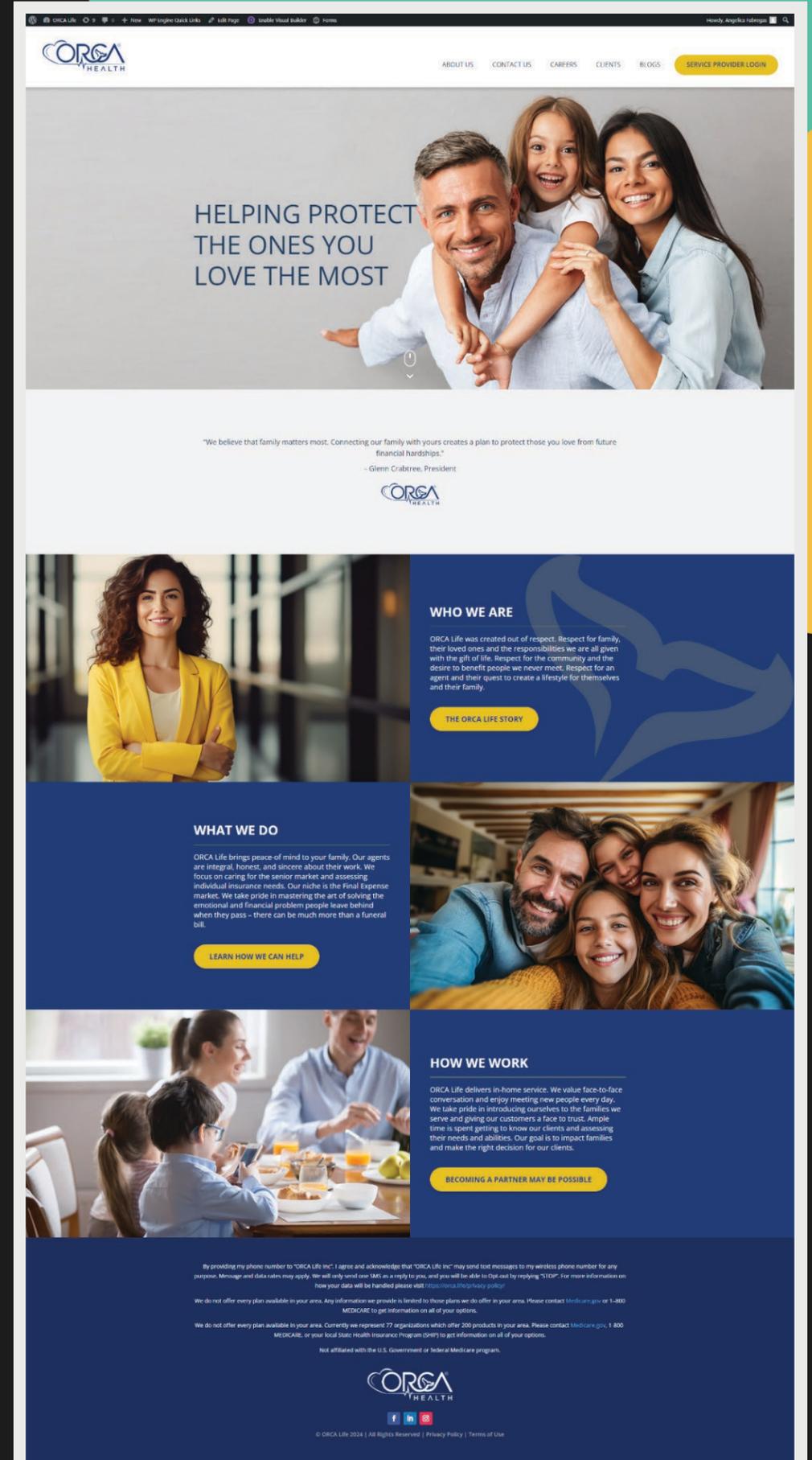
DIGITAL

FULL-SERVICE DIGITAL MARKETING AGENCY FOR AGENT AND ADVISORS. WE OPTIMIZE CAMPAIGNS MADE SPECIFICALLY TO DELIVER THE RESULTS YOU WANT.



THE FULL STACK

- Custom Website Design
- Landing Pages
- Marketer Pages
- Micro Sites
- Site Maintenance
- Email Marketing
- SEO Optimization
- Webinar Packages
- Digital Advertising
- Organic Social Packages

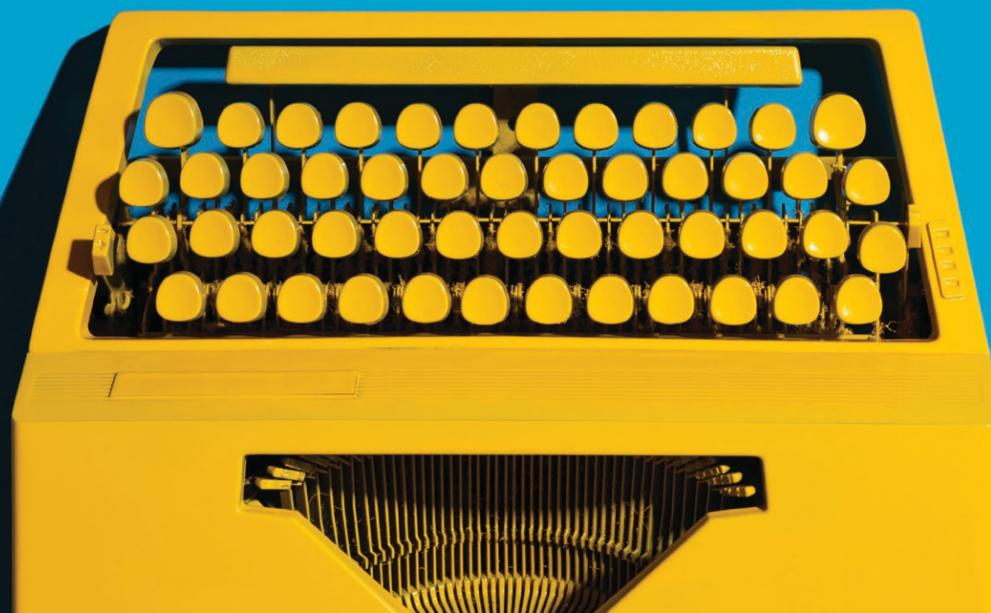


COPYWRITING + CONTENT

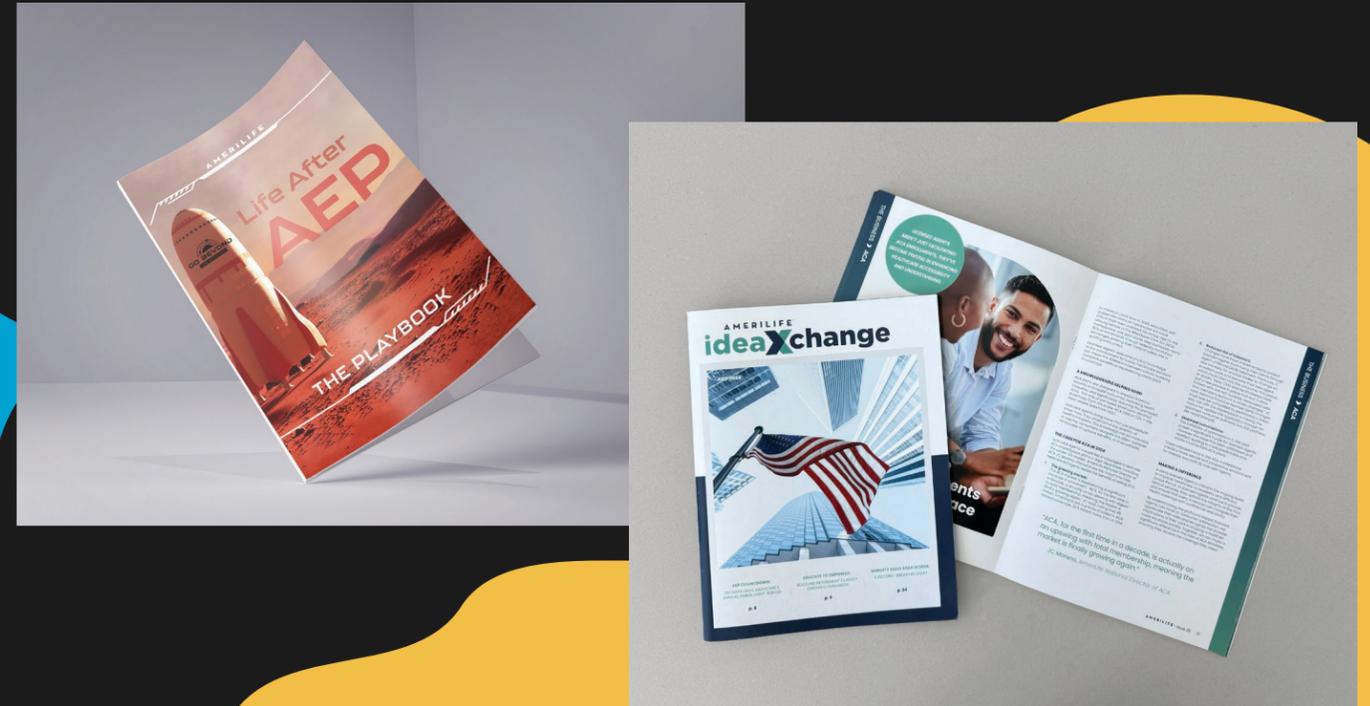
Bringing **brands** to life through **storytelling**.

Shortform Articles
Longform Thought Leadership Articles
Promotional Email Communications
Press Releases
Marketing Copywriting
Brochure / Agent Guides

Speechwriting/Presentation Prep
Scriptwriting
Editing/Proofreading
Corporate/Internal Comms
Website Copywriting



REFINING YOUR VOICE.
AMPLIFYING YOUR BRAND.



RADIO

LOOKING FOR A DYNAMIC WAY TO AMPLIFY YOUR MESSAGE? WE'LL HELP YOU CRAFT COMPELLING AUDIO CONTENT - FROM TARGETED ADS TO BRANDED PODCASTS TO CREATIVE RADIO SPOTS - THAT **CAPTURE ATTENTION AND DRIVE ACTION.**



HARNESS THE POWER OF AIRWAVES

- Radio Shows
- Podcasting
- Voiceovers
- Co-Host Sourcing
- Guest Booking
- Studio Builds
- Show Branding & Websites
- YouTube Channels
- Media Buying

91%

of Americans age 50 and older listen to radio every month



MULTIMEDIA PRODUCTION

Our team specializes in creating compelling stories that resonate with audiences and drive business growth. Whether through video, animation, or digital content, we craft experiences that engage customers and leave lasting impressions, fueling growth and success.



Storytelling That Scales Your Success

Corporate Video Production
Event Videography
Live Streaming Support
Explainer Videos

Training and Educational Videos
Social Media Video Content
Photography Services
Post-Production Services



LEAD GENERATION

At its core, AmeriLife is all about setting up its agents for success by connecting them with quality prospects who are genuinely interested in insurance and financial services. They don't just throw leads at the wall to see what sticks - instead, they focus on creating real, compliant opportunities that help their agents thrive in a tough market.

LEADSTAR MARKETPLACE

Compliant Leads, Exclusively Yours
On Demand Live Transfer and
Inbound Calls
Bulk Buying Power

LEADSTAR DIRECT

Comprehensive Compliant Mail
90-Day Lead Exclusivity
CRM Managed Leads
Mobile-friendly Interface

LEADSTAR CONNECT

High Performing Calls Delivered
Directly To Your Call Center
No Contracting
No Compliance Required

LEADSTAR SEMINARS

Industry Leading Seminar Services
Enhanced Performance Analysis
Personalized, Secure Experience
Discounted Partnership Rates



PRINT & BRANDED MERCHANDISE

PRINT-READY SOLUTIONS FOR EVERY BUSINESS NEED.

Office Supplies
Signage
Event Materials
Business Cards
Postcards & Mailers
Employee Apparel
Swag and Gifting
T-65 Materials



Your **Marketing** Support

Call.
Consult.
Create.



**LET'S
WORK AND
AND BUILD GROW
TOGETHER.**





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