



MUTUAL FIRE
INSURANCE

COMMUNICATING MUTUALITY

Standing out in a Competitive Landscape





MUTUAL FIRE
INSURANCE

OUR SMALL AND MIGHTY TEAM



CHRISTINE YOUNG
VP, BD AND MARKETING



AIDAN BATTLETT
MARKETING SPECIALIST



ABOUT US

**MUTUAL FIRE INSURANCE WAS
FOUNDED IN 1902.**

**Founded by 44 local farmers and
business owners who were unable to
find insurance at a reasonable cost.**





MUTUAL FIRE
INSURANCE

MISSION

Custom Solutions
with Unparalleled
Service

VISION

Embracing Change to
PROTECT You

PURPOSE

Trust and Protection
For a Sustainable
Tomorrow.

MISSION, VISION, AND PURPOSE



OUR VALUES



Mutuality

We work together to meet our common goals, unify relationships, and celebrate success.



Empowerment

Inspiring success.



Honour

Trust, through personal and professional integrity



Passion

We believe in what we do



Community

Promote and support philanthropy and volunteerism

MARKETING AT MFI

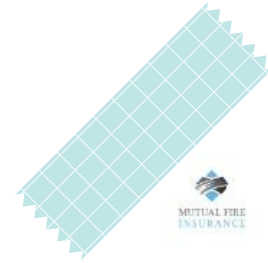
**Start the
Conversation**

**Introduce The
Brand**

**Set up for
Success**

ACHIEVING THOSE GOALS

- Broker Campaigns
- Public Campaigns



Mutual Fire Insurance

5,091 followers

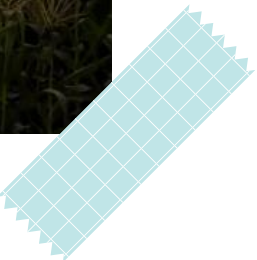
2mo • 

It's time to prioritize the discussion on farmer's mental health in Canada. Organizations like [AgKnow](#) are vital to the future of modern agriculture, and we at Mutual Fire Insurance are proud to support their efforts. Please watch this ...more



This is where AgKnow Comes In...

AgKnow collaborates with stakeholders to identify needs and approaches that ensure accessible and effective mental health support for Alberta farmers, their families, employees, and communities.





MUTUAL FIRE
INSURANCE

BROKER CAMPAIGNS

- Extend our Spend
- Understand Audience Segmentation
- Refer with Purpose





PUBLIC CAMPAIGNS

- Advocate for Proper Coverage
- Support our Broker Partners
- Communicate Mutuality



MUTUAL FIRE
INSURANCE

WE AVOID

- Big Budget Campaigns
- Advertising Products?!?
- The OverPromise



A COOL GUIDE TO REFRIGERATION ON THE FARM

By Carina Lazarich | September 11, 2024 | Farm Insurance



Did you know refrigeration has only been commonplace in North America since the 1920s and 30s? Today, it seems impossible to think of preserving the meats and produce from farming without cooling and freezing! While refrigeration preserves freshness for products to reach consumers, it also helps farms:

THE LONG GAME: BLOGS AND EVERGREEN CONTENT

PROVING OWNERSHIP FOR INSURANCE COVERAGE

By Carina Lazarich | December 14, 2023 | Claims, Insurance Explained



If you make an insurance claim, you will need to tell your insurance company what was lost. During the process, after coverage is confirmed in your insurance policy, you will be asked to detail the items.

INSURANCE RISKS ON HOBBY FARMS: PART 1

By Carina Lazarich | June 26, 2024 | Farm Insurance



Risks on the Hobby Farms Series

This series profiles fictional hobby farms with farm operations, common insurance coverages, and a few common risks. Start with our [intro post](#) about hobby farms!



MUTUAL FIRE
INSURANCE

WHY A BLOG?

- Extend our Spend – Content Lifecycle
- Comes to People on Their Own Terms
- Demonstrates Expertise





WHERE IS THE VALUE?

- Direct Referral to Find a Broker
- Demonstrates Trust


TYING IT ALL TOGETHER

- People-First
- Build Relationships
- Demonstrate Mutuality



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5,090 followers

3mo • 

Part 2 in our Hobby Farm series profiles horse owners and highlights a few details for insuring high value homes. Trot on over to the blog to learn more! Click the link to read the next episode: <https://loom.ly/wtG43c4>



Insurance Risks on Hobby Farms: Part 2 - The Mutual Fire Insurance Company of British Columbia

mutualfirebc.com

 Monica Niles, CPHR, SHRM-SCP and 25 others

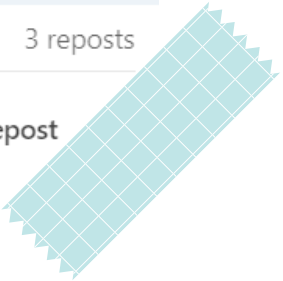
3 reposts



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QUESTIONS?



CHRISTINE'S CARD



AIDAN'S CARD



CARINA'S CARD

