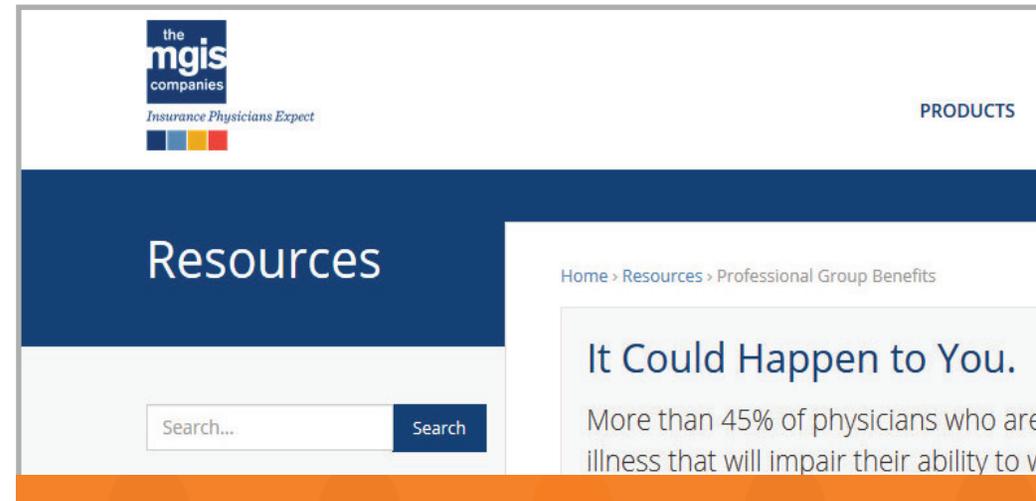


MGIS

The MGIS Companies, Inc. is a leading national insurance program manager with deep experience and expertise in building, managing and servicing specialized programs for medical professionals. They focus on providing group disability and life, and medical-professional liability insurance solutions for medical groups of all sizes and specialties, including new and emerging structures with unique group insurance requirements. With a rich tradition of service excellence, MGIS works exclusively through local brokers and benefit advisors to provide the ultimate in personalized, physician-focused insurance services.

In discussions with Katrina Wang, an experienced Content Manager at MGIS, and Mark Dayton, the VP of Marketing, we uncovered some key insights around their process in finding a solution for Content Marketing.



1

Can you tell me the story of why you started looking for a Content Marketing solution? Who else did you consider?

We had been using a content scheduling WordPress plugin. When we started doing more email marketing, the WordPress plugin just wasn't robust enough. We quickly settled on using either Marketing.AI or Kapost, as both were recommended by our agency.

2

What were the top three challenges you'd say you were trying to solve when looking for a new solution?

Our search began because of our need for multiple content types. We had in mind blog posts, emails, and social media. We quickly expanded to white papers, infographics and podcasts. We needed a calendar that would allow all team members to see all the pieces and collaborate, as well as include a workflow for our content approval process.

3

How has your content marketing process now changed with Marketing.AI?

The biggest change is the creation of a process. Before Marketing.AI, it was very "wild west" with each author creating, posting and routing for approval (or not) on their own. Now we have an easy and flexible content approval process that loops in the appropriate team members at the appropriate times, ensures that we have all the necessary approvals, and lets us see the marketing "big picture" at a glance. We are using Marketing.AI not just for content, but as a full marketing calendar, and the "workflows" are a critical part of our marketing development process.

4

What would you say are the top three benefits you've realized from working with Marketing.AI?

Marketing.AI has allowed us to greatly increase the output of our small (3 person) marketing team, while reducing stress and errors. The calendar and the "roles" feature allows us to get a lot more people involved in content creation, have multiple people easily work together on the same project, and to seamlessly route for approval.

5

What is "one sentence" you'd use to describe your experience working with Marketing.AI?

Responsive. I've enjoyed working with Marketing.AI. The out-of-the-box solution was just what we needed. As we have evolved, so has our tool. Every question or request has been met with "Yep, we can do that". It makes the scheduling part of what I do the easiest and quickest part.

What's your content marketing challenge?

Find out how to solve it:



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