

National Underwriter Partners with Astonish Results to Spread Digital Marketing Awareness

Warwick, RI – February 8, 2010 – Starting in February 2010, Summit Business Media and insurance marketing company Astonish Results will produce a series of videos aimed at educating insurance agents about digital marketing. The series, “Serving the Modern Consumer,” will be featured on Summit Media’s National Underwriter *Property & Casualty* as well as *American Agent & Broker* magazine websites.

“Serving the Modern Consumer” is described as an educational video series designed to help agents thrive in the digital age. Each video features an Astonish Results executive sharing practical tips on how to use tech-savvy techniques to drive sales and make business more efficient.

In describing the series on his blog, National Underwriter Editor-in-Chief, Sam Friedman said, *“Later this year, we’ll be running a comprehensive story in NU (National Underwriter) about Astonish Results, but for now it’s suffice to say that I came away very impressed following a recent demo of their products and services at our Hoboken office, which led to our multimedia partnership that bears fruit on our Web site (property-casualty.com) this week.”*

“Partnering with a reputable, well-established media outlet like National Underwriter is a tremendous opportunity,” said Astonish Results founder and CEO Adam DeGraide. *“We talk a lot about culture change and how an agency’s mindset and attitude must change before digital marketing can be effective. This series of videos will help insurance professionals understand the concept better.”*

“Serving the Modern Consumer” is a ten-part series. [Part 1: Website Marketing – Position your website to drive more premium volume](#) is now live and features Tim Sawyer, Astonish Result’s Vice President.