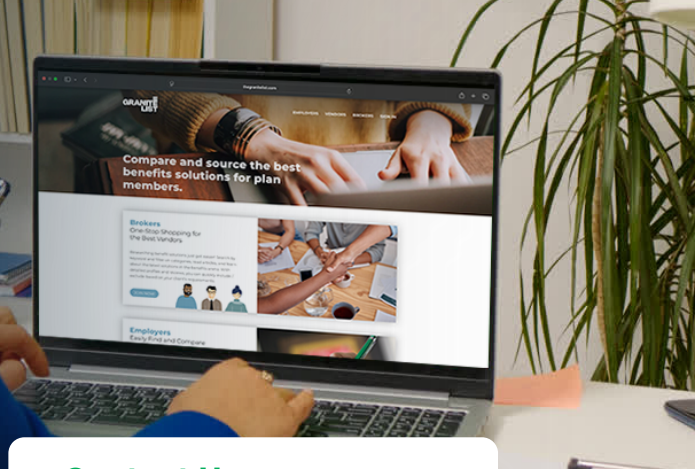


Driving Brand Awareness & Engagement Through The Granite List



THE CHALLENGE

The vendor faced three persistent challenges:

- 1 **Limited visibility** among brokers and employers outside their immediate network.
- 2 **Difficulty differentiating themselves from competitors** in an increasingly noisy benefits landscape.
- 3 **A need for direct engagement opportunities** without relying solely on expensive conference sponsorships or ads.

Contact Us

- 855-459-4146
- info@chc-now.com

WHY THEY CHOSE THE GRANITE LIST

The Granite List offered a unique, education-first platform that positioned the vendor at the top of the sales funnel with multiple touchpoints:

- ✓ **Industry Expert of the Week** placement enabled direct Q&A and credibility-building with brokers and employers. The feature highlighted the company through individual newsletter and in the community platform.
- ✓ **Newsletter Promotion** reached 15,000+ subscribers with consistent exposure.
- ✓ **Podcast Feature** showcased their thought leadership to a broader benefits audience.
- ✓ **Community Interaction** allowed employers and brokers to comment directly on collateral, sparking real-time dialogue.



+200

broker/employer leads

THE RESULTS

Within months of participating on The Granite List, the vendor reported:



INCREASED BRAND AWARENESS

Exposure in the newsletter and podcast drove higher recognition among target brokers and employers.



MEANINGFUL ENGAGEMENT

Direct comments and questions on their community page fostered stronger broker and employer conversations.



EXPANDED REACH

Industry Expert of the Week produced measurable spikes in profile visits and LinkedIn engagement.



DIRECT ENGAGEMENT

Within 60 days, the vendor received **200 new broker/employer leads** attributed to The Granite List exposure.



PODCAST EXPOSURE

Podcast features **average 200–400 listens**, with content shared back through the vendor's own channels to extend reach.



ROI WITHOUT HEAVY SPEND

The vendor gained sustained visibility at a fraction of the cost of traditional sponsorships or industry conferences while sustaining year-round visibility.



KEY TAKEAWAYS

- The Granite List positions vendors as **educators and experts** rather than just listings.
- Community features drive **real-time conversations** with buyers.
- Integrated marketing placements (newsletter, podcast, live events) deliver **consistent, multi-channel visibility**.

VENDOR PERSPECTIVE

“Our company is new to The Granite List and has already developed new business after the publication of a well-written article. We’ve received tremendous support from The Granite List staff who quickly respond to our inquiries and to requests for technical support. They have also provided suggestions on how to maximize their services and always show a sincere interest in helping us grow our brand awareness. Thank you Granite List; we’ll see you on the podcast!”