Gerety Insurance and The Legacy Advantage

A Case Study in **Brand-Led Growth** For Independent Insurance Brokers

brand3• **Gerety** Insurance®

THE OPPORTUNITY

Gerety Insurance is a trusted independent insurance broker with deep roots in Harford County, Maryland.

For decades, they've built their reputation on personal service, a strong local presence, and a loyal customer base. However, despite strong word-of-mouth and name recognition, their marketing efforts weren't reaching their ideal customers.

Meanwhile, Gerety faced the same pressures as all independent brokers. They often felt overlooked by the public and outmatched by larger insurance companies with unlimited resources for marketing. Gerety's legacy—everything that set them apart—was at risk. They needed a strategy that would help them compete and reach the right audience in their local market.

The opportunity was clear:

Position Gerety as Harford County's go-to independent insurance broker by building a brand that clearly communicates

· Who they are
· What they stand for,
· And why that matters to the customers they serve.

The good news behind all of this was that the true power of their brand would be found in their legacy of exceptional service and support.

"If you are looking for a marketing agency to take your company to the next level, I can ensure you Brand3 will exceed your expectations. We...choose to work with Brand3 because of their attention to detail, knowledge, and ability to put themselves in your shoes as a business owner."

– Sully Gerety | Vice-President, Gerety Insurance

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Developing a Brand-First foundation with Gerety Insurance was key to overcoming the common barriers that often stall growth for independent insurance brokers.

Many independents rely heavily on referrals or the owner's personal network. If they have a digital strategy, it's likely built more to service search engines than to speak to their ideal customers.

Personal Brand ≠ Scalable Brand

As a result, independent brokers often face similar challenges:

- Being treated like a commodity in a price-driven market
- Weak or inconsistent branding that's hard to grow or transfer
- Difficulty competing against national agencies

To address these challenges, we rebuilt the brand around what Gerety's ideal customers value most and what the brokerage already does exceptionally well.

1 Accessible Support
Unlike call centers, help is always within reach. Customers don't have to fight for attention because they already have it.

2 Partners for Protection
Gerety puts people before policies. Clients gain a proactive partner who makes sure they maintain appropriate coverage year after year.

3 Local Trust
As an active part of the community, Gerety feels like a neighbor. Their familiarity and genuine care for others is a powerful advantage in the market.

Highlighting these values showed potential customers that there is more value in working with an independent broker than with a national provider.

This brand foundation clearly communicated the value of Gerety's exceptional service and care, building trust and setting them apart from the competition. It positioned Gerety to reach the right customers, compete more effectively, and make every marketing effort more successful.

With a strong brand strategy, Gerety was ready for marketing tactics that would connect with the right audience, build trust quickly, and drive meaningful results.

Our approach unfolded in three key phases:

1 **Aligning the Brand Across Marketing Channels**

We took the brand messaging and applied it consistently across their website, ads, and other customer touchpoints. We spoke directly to what their ideal customers care about—personal service, local support, and reliable coverage—**using clear, confident language.**

2 **Increasing Visibility**

With messaging in place, we launched campaigns to help more people discover Gerety. Our approach included:

- **SEO improvements** to strengthen organic reach and performance on branded and non-branded keywords.

- **Running Google and Meta ads** to expand reach and introduce the brand to new, high-intent audiences.

- **Sharing consistent content on social media** to stay visible and build credibility.

3 **Driving Engagement and Conversions**

As more people found Gerety, we were able to strengthen engagement and drive conversions by:

- **Improving the website and calls-to-action** to guide users to high-value pages

- **Matching the ad experience** with what people saw after clicking

- **Tracking user behavior** to keep improving what worked

By grounding every marketing tactic in a brand-first strategy, we created a **clear and consistent experience** that resonated with the ideal audience and drove measurable growth.

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137% Increase in Active Users Across All Channels

Gerety more than doubled their traffic over the course of a year, and people weren't just seeing the name. They were clicking, exploring, and staying.

Website visits from search engines increased by 32%.

More people found Gerety in their search results.

Gerety appeared in 36% more Google search results.

Gerety showed up higher and more often when people looked for insurance.

Top search terms include Gerety by name.

People recognized the brand and searched for it directly.

The traffic was higher, but more importantly, it was higher quality, with visitors actively engaging with the brand.

Engagement on the website jumped 78%.

More visitors stayed longer and interacted with the content instead of leaving right away.

Facebook engagement rose 47% year-over-year.

People engaged with social content, clicking, liking, commenting, and sharing.

However, traffic only matters if it leads to action, and because of our brand-first marketing approach, it did.

Conversions increased by 52%.

We drove traffic that was ready to take action, made possible by a brand-first foundation that aligned every tactic with what Gerety's customers value most.

Building a clear, consistent brand rooted in trust and service helped Gerety:

✔ **Compete more effectively** against national providers.

✔ **Become the go-to independent insurance agency** in their local market..

✔ **Protect their legacy** (and make it an advantage) by reinforcing what makes them exceptional.

With this foundation in place, every future marketing effort will be more focused, more consistent, and more likely to convert.

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Ready to Become the Brand People Search For?

Our **Growth Partnership Program** helps service-based businesses attract the right customers, preserve their legacies, and compete more effectively without wasting time or money on disconnected tactics.

Let's talk about how we can do the same for you.

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"Brand3 is great to work with. I highly recommend Brand3 if you are looking for a company that looks at marketing holistically instead of doing things in bits and pieces. They do a great job!"

– Rick Gerety | President and Founder, Gerety Insurance

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