

POSITIONING, CAMPAIGN PLANS AND ANALYTICS

Poor advice can waste a budget.

You recommend positioning, campaigns and budget allocations using client analytics. Accepted advisory and freelance roles need scope distinct from promised business results and qualifying data incidents.

RISKS WORTH DISCUSSING

- 01 Allegedly negligent campaign advice
- 02 Confidential analytics–data breaches
- 03 Errors involving accepted freelance roles

Scan to get a
quote today

Or call
800-777-1872



Coverage worth discussing



Professional liability

Covered claims alleging accepted marketing-advice errors.



General liability

Covered visitor injury from accepted client meetings.



Cyber liability

Covered client-data breach response and privacy claims.



Umbrella liability

Extra limits above expressly scheduled underlying liabilities.

Coverage is subject to policy terms and exclusions.

Why The Southern Agency

01 Listen

We review your operations, coverage and past claims.

02 Assess

We look at hazards and ways to reduce risk.

03 Build

We compare carriers, premiums and audit terms.

04 Support

We revisit coverage as your work changes.



SCAN TO

Read the full
guide

800-777-1872

TheSouthernAgency.com