



Modern Woodmen of America

Since 1883, Modern Woodmen of America has touched lives and secured futures. The fraternal financial services organization serves members for life, offering financial products and fraternal member benefits to individuals and families throughout the United States.

CHALLENGE

Modern Woodmen of America does not advertise nationally. Instead it leverages the strong community involvement of its financial representatives to speak for the brand. However, this left company websites outdated – full of canned content and distant mission statements. Naturally many financial representatives leaned on their personal social presence to tell a more compelling, relevant story. One that resonated on a local level. It's clear Modern Woodmen of America needed to make a change. Company websites needed to empower financial representatives to engage with their individual communities.

SOLUTION

On the heels of a beautiful corporate website overhaul, Modern Woodmen of America chose Hearsay Sites to showcase the unique experience, expertise and community involvement of its financial representatives.

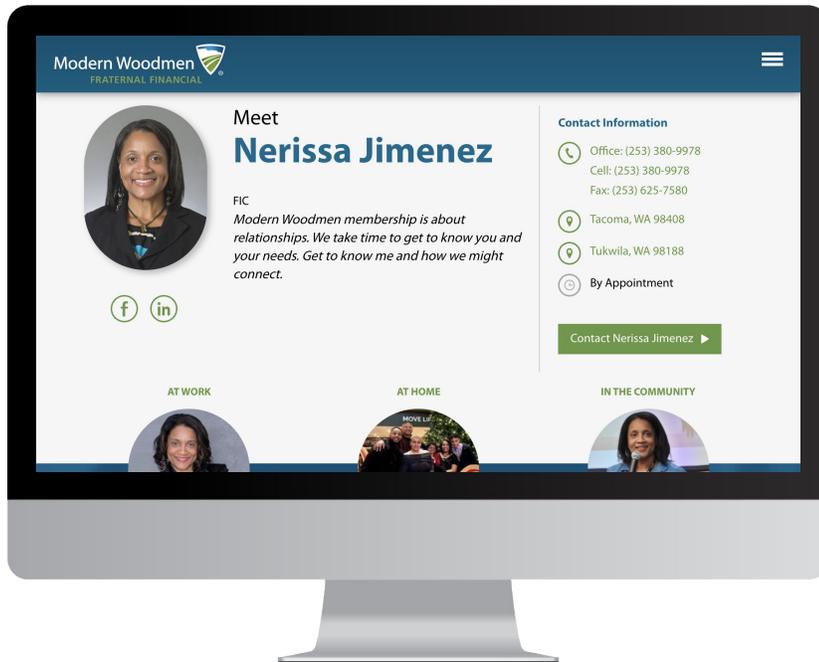
RESULTS

Modern Woodmen of America deployed over 700 agent websites in just 6 short months. With rich SEO features and content to highlight the distinct offering of each financial representative (not to mention up-to-date contact info), the sites allow reps to promote a key differentiator – they aren't robots. That's why each site looks unique. It allows financial representatives to highlight community involvement in a compelling, authentic way. Whether it's an education program, special event or sport sponsorship, these new sites reflect how Modern Woodmen of America Financial Representatives add real value to their communities. The firm plans to expand Hearsay Sites to 1200 financial representatives and has built the new sites into their onboarding process for new recruits.

Modern, SEO enhanced local websites for **700+ financial representatives**

Customized content to showcase the unique value of each financial representative

Seamless, easy-to-use content posting from a single dashboard



“The Hearsay dashboard to manage content on your website is very easy to use. Financial representatives like that you can update your site with one click of the mouse from the same content library they’ve been using all along. The familiarity with Hearsay Social made the adoption and integration of Hearsay Sites seamless and easy.”



Leah White
Marketing Manager
Modern Woodmen
of America

ABOUT HEARSAY SYSTEMS

Hearsay Systems is reinventing the human-client experience in financial services. The Hearsay Client Engagement Platform empowers over 200,000 advisers and agents to authentically and intelligently grow business relationships by proactively guiding and capturing the last mile of digital communications. The world’s leading financial firms—including Allstate, New York Life, Morgan Stanley, and Charles Schwab—rely on Hearsay’s SaaS platform to scale their reach, optimise sales engagements, and deliver exceptional client service in a consistent and compliant manner. Hearsay is headquartered in San Francisco, with globally distributed teams throughout North America, Europe and Asia.

Connect with us on [Facebook](#), [Twitter](#), [LinkedIn](#) and the [Hearsay blog](#).



Find out how Hearsay can help your advisers and agents, contact us at:

VISIT hearsaysystems.com

EMAIL contact@hearsaysystems.com

CALL +1 844-556-4396