

#### Participant Profile:

This program is ideally suited for Marketing and Sales Managers in Life Insurance Companies, Agency Development Managers and Sales Trainers, Corporate Agents and Bancassurance Professionals, Product Development and Strategy Teams, Insurance Intermediaries and Advisors, Executives aspiring to strengthen strategic marketing skills in insurance.

#### PROGRAM DURATION & TIMING:

**Program Date: 23<sup>rd</sup> April 2026**

**Duration: 1 day (CVT)**

**Program Time (IST): 10.00 AM to 05.00 PM**

#### PROGRAM COORDINATOR:

**Mr. Subrata Ghoshal, Faculty**

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#### PROGRAM FEES:

₹ 3540/- (₹ 3000/- plus 18% GST)

**FOR REGISTRATION  
[CLICK HERE](#)**

#### PROGRAM VENUE:

College of Insurance  
Insurance Institute of India,  
2nd Floor – 2A & 2C,  
CBD/1, Synthesis Business Park,  
Action Area II, Newtown,  
Kolkata – 700 156.

Please follow below link for Training  
Venue

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#### WEBSITE:

[www.insuranceinstituteofindia.com](http://www.insuranceinstituteofindia.com)

Program ID : CPL

#### Program Concept and Objectives:

The life insurance market today is characterised by heightened competition, informed customers, digital disruption and evolving consumer expectations. Traditional mass-marketing approaches are increasingly ineffective in a landscape where customers seek personalised solutions aligned with their life stage, financial goals, risk appetite and socio-economic profile.

In such an environment, the STP Marketing Model - Segmentation, Targeting and Positioning provides a structured and strategic framework for designing and marketing life insurance products effectively.

Segmentation enables insurers to classify the heterogeneous market into meaningful customer groups based on demographic, geographic, psychographic, behavioural and financial parameters. Targeting facilitates prioritisation of attractive and profitable segments aligned with the organisation's distribution strength and product portfolio. Positioning ensures that the insurance product is perceived distinctly and favourably in the minds of the selected target segment.

In the context of life insurance, STP assumes special significance due to:

- Intangible nature of insurance products
- Long-term contractual relationship with customers
- Need-based and goal-based selling approach
- Regulatory constraints and disclosure requirements
- Increasing importance of data-driven marketing and digital channels

Effective implementation of the STP framework helps insurers move from product-centric selling to customer-centric advisory engagement. It also enhances distribution efficiency, improves persistency ratios, strengthens brand differentiation and optimises marketing expenditure.

This program is designed to provide participants with a structured understanding of the STP framework and its practical application in marketing life insurance products across agency, bancassurance, corporate agency and digital platforms.

The session blends marketing theory with life insurance-specific practical insights enabling participants to develop focused, data-drive and ethically compliant marketing strategies.

#### Key Takeaways from the program:

- Fundamentals of the STP (Segmentation, Targeting, Positioning) Marketing Model
- Market Segmentation approaches in life insurance:
  - Demographic segmentation (age, income, occupation, family structure)
  - Psychographic and behavioural segmentation
  - Financial life-cycle segmentation
- Evaluating segment attractiveness and profitability
- Target Market Selection strategies in insurance distribution
- Positioning strategies for:
  - Protection plans
  - Savings and endowment products
  - ULIPs
  - Annuity and retirement solutions
- Differentiation through value proposition and advisory approach
- Role of data analytics and CRM in STP implementation
- STP application in digital marketing and social media outreach
- Aligning STP with regulatory and compliance requirements
- Transition from product push to need-based solution selling

At the end of the session, participants will be able to:

- Apply the STP framework specifically to life insurance marketing
- Identify profitable and sustainable customer segments
- Develop targeted marketing strategies aligned with distribution channels
- Craft strong product positioning statements

#### Program Team:

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