



Becoming digitally disruptive

Darrell Keezer

A photograph of two young women with long blonde hair, seen from the chest up, engaged in conversation outdoors at night. The woman on the left is in profile, looking towards the right, wearing a dark jacket with a light-colored fur collar. The woman on the right is slightly behind her, also looking towards the right, wearing a light-colored top. The background is dark and out of focus, showing some green foliage and a bright light source. The text 'Take a few moments to CONNECT with your neighbour' is overlaid in white, bold, sans-serif font on the right side of the image.

**Take a few moments
to **CONNECT** with
your neighbour**

CPD Process

In order to receive CPD credit

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **1 hour of CPD**
- CPD certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

Today's speaker



Darrell Keezer

Founder of Candybox Marketing
(Growth500) & Launch 48

Digital Marketer, Keynote Speaker



DIGITAL DISRUPTION



DARRELLK



YOUR CUSTOMERS HAVE CHANGED

2008

Don't enter your credit card online.
Don't get into a strangers car.
Don't publish your location online.

2018

Enter your credit card # into an app,
to summon a complete stranger,
tell them exactly where you are,
and get in their car.

Market Disruption;

A situation where markets cease to function in a regular manner, typically characterized by rapid and large market declines.



Image credit: Students for liberty

Market Disruption;

When new business *models* experience rapid growth, by replacing *old models*.

The Netflix logo is displayed on a solid red rectangular background. The word "NETFLIX" is written in a bold, white, sans-serif typeface. Each letter has a subtle 3D effect, with a dark shadow cast to the right and slightly downwards, giving the text a sense of depth against the flat red background.

amazon WHOLE FOODS MARKET



Matt Krause
@RepMattKrause

[Follow](#)

Baron: "Alexa, buy me something from Whole Foods."

Alexa: "Buying Whole Foods."

Baron: "Wait, what?"

8:32 AM · 16 Jun 2017



453



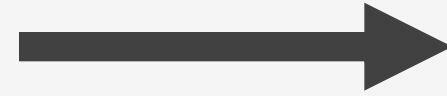
853



Agency



Agency



2 Day Websites



150
Times / Day

91% OF PPL
On phone
while pooping





I-want-to-buy moments

70%

of Canadian smartphone
users consult their phones
while in a store.⁹



AUTO ~~DEALERSHIPS~~ STORE





Accelerating Sustainable Transport

Model 3 combines real world range, performance, safety and spaciousness into a premium sedan that only Tesla can build. Our most affordable car yet, Model 3 achieves 345 km of range per charge while starting at only 35,000 USD before incentives. Model 3 is designed to attain the highest safety ratings in every category.

Accelerating Sustainable Transport

Model 3 combines real world range, performance, safety and spaciousness into a premium sedan that only Tesla can build. Our most affordable car yet, Model 3 achieves 345 km of range per charge while starting at only 35,000 USD before incentives. Model 3 is designed to attain the highest safety ratings in every category.



345 km
Range per charge



Under 6 seconds
Zero to 100 km/h



Seating for
5 Adults



Designed to achieve
5-Star Safety Rating



Autopilot Hardware



Supercharging

35,000 USD

Starting price in USD. Local pricing will be announced in 2017.



Watch the Model 3 Unveil Event
March 31, 2016

RESERVE FOR \$1,000

STAY UPDATED

Questions about reserving a Model 3? Find your answers [here](#).

60% TO 90%
THROUGH THE
BUYING PROCESS
BEFORE THEY
SPEAK TO A
VENDOR.



WHAT DO YOUR
CUSTOMERS SEE
WHEN THEY RESEARCH
YOU?

CANADIAN DEMOGRAPHICS

“**Boomers** are rapidly expiring *technology morons* & has-beens that need to retire and spread the wealth.”

BOOMERS



#DIGITALIMMIGRANTS

“Millennials are **lazy, entitled, kids** that live in their
parents’ **basements.**”

About 225,000,000 results (0.42 seconds)

en·ti·tled

/in 'tīdld, en 'tīdld/

adjective

adjective: **entitled**

believing oneself to be inherently deserving of privileges or special treatment.

"his pompous, entitled attitude"



**MILLENNIALS AREN'T KIDS...
THEY HAVE KIDS.**

**NOT A
MILLENNIAL**

**SAY HELLO TO
GEN Z**



#ADULTING
18-38 YEARS OLD



10%

DIVERSE STRIVERS

Now in their late teens or early 20s, highest proportion of foreign-born Millennials.



38%

BROS AND BRITTANYS

"Mainstream" Millennials: young, urban and suburban, show strong enthusiasm for brands.



10%

NEW TRADITIONALISTS

Practical consumers; watch their money, have a low need for status recognition.



19%

ENGAGED IDEALISTS

Now aged 30 to 34, tend to hold progressive values and are ambitious.



19%

LONE WOLVES

Actively disengage from society and reject authority, rebelling without a cause.



4%

CRITICAL COUNTERCULTURE

Civic-minded, ethical consumers with global consciousness,



**“SHOW STRONG ENTHUSIASM
FOR *BRANDS*.”**



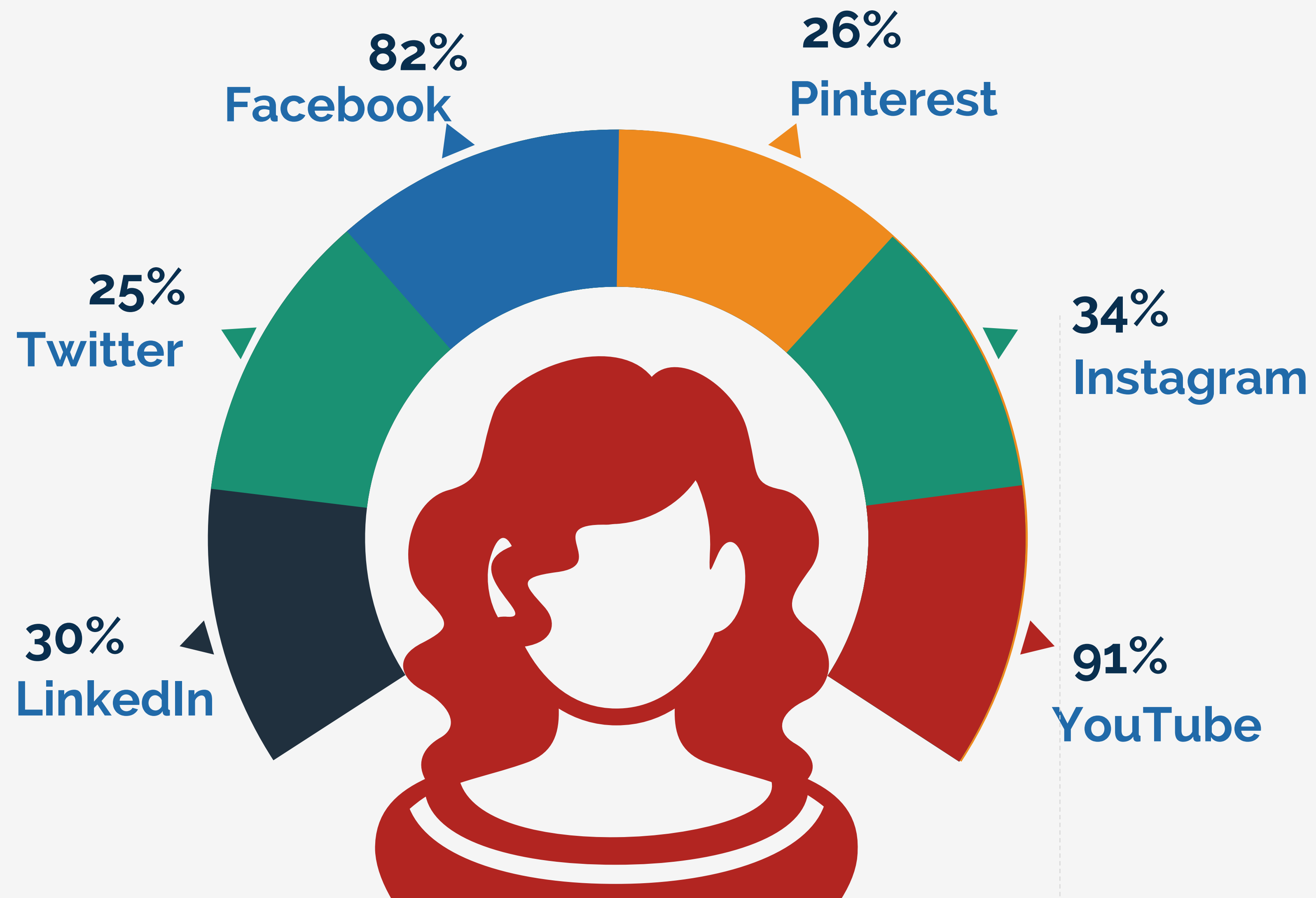
THE NEXT 10 YEARS OF
SUCCESSFUL COMPANIES WILL
BE THOSE WHO EMBRACE
MILLENNIALS.

SOCIAL

DEVELOP A SOCIAL *STRATEGY*



NOT A STRATEGY



START WITH YOUR CUSTOMER


MY 5 YEAR OLD'S STRATEGY

Share This Event

Share:

On your own timeline ▾

Grace has launched her first business and we are selling Mocha Frappuccinos & Lemonades this Saturday on our Driveway. Please join + SHARE!



Buy a Frappuccino or Lemonade Day!

June 22 at 10:00am

7273 Terragar Blvd, Mississauga, ON, L5N7L8

You're going

Friends ▾

Share Event

Cancel

f

Buy a Frappuccino or Lemonade Day!

Q



Grace's First Business

Buy a Frappuccino or Lemonade Day!

Public · By Darrell Tammy Keezer

Events

Invite Friends

Edit

▾

Going (3)

 Darrell Tammy Keezer (Host)

Export · Share

Saturday, June 22, 2013

10:00am until 4:00pm

Partly Cloudy 79°F / 64°F

My daughter Grace has launched her first business and wants you to come check it out!

We will be serving Ice Cold Mocha Frappuccino's (starbucks blend) & Lemonades on our driveway this Saturday. Our house is right next to a park / splashpad, so bring out your kids for a day of fun!

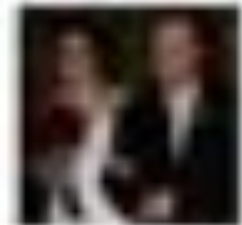
Grace has decided to donate HALF OF THE PROCEEDS to the Mississauga Christian Homeschooling Association as we are starting homeschooling with her this September.

... See More

Invited (47)



Meghan Nicholls



Kelly Zee



Jessica Cassidy



Jimmy Pants

2 MINS

Invited (47)



Meghan Nicholls



Kelly Zee



Jessica Cassidy



Jimmy Pants

Invited (106)



Meghan Nicholls



Kelly Zee



Jessica Cassidy



Brandon Lee

5 MINS

Invited (47)



Meghan Nicholls



Kelly Zee



Jessica Cassidy



Jimmy Pants

Invited (106)



Meghan Nicholls



Kelly Zee



Jessica Cassidy



Brandon Lee

Invited (291)



Meghan Nicholls



Jessica Cassidy



Brandon Lee



Jimmy Pants

10 MINS









Revenue \$144
Expenses \$50
Net Income: \$94

Hourly	\$62.66
Weekly	\$2,350.00
Monthly	\$9,400.00
Annual	\$112,800.00
11 Years & 9 month cumulative with 20% growth YOY	1 Million

Year	Year Deposits	Year Interest	Total Deposits	Total Interest	Balance
1	\$120.00	\$22,412.64	\$112,120.00	\$22,412.64	\$134,532.64
2	\$120.00	\$26,919.17	\$112,240.00	\$49,331.80	\$161,571.80
3	\$120.00	\$32,327.00	\$112,360.00	\$81,658.80	\$194,018.80
4	\$120.00	\$38,816.40	\$112,480.00	\$120,475.20	\$232,955.20
5	\$120.00	\$46,603.68	\$112,600.00	\$167,078.88	\$279,678.88
6	\$120.00	\$55,948.41	\$112,720.00	\$223,027.29	\$335,747.29
7	\$120.00	\$67,162.10	\$112,840.00	\$290,189.39	\$403,029.39
8	\$120.00	\$80,618.52	\$112,960.00	\$370,807.91	\$483,767.91
9	\$120.00	\$96,766.22	\$113,080.00	\$467,574.13	\$580,654.13
10	\$120.00	\$116,143.46	\$113,200.00	\$583,717.59	\$696,917.59
11	\$120.00	\$139,396.16	\$113,320.00	\$723,113.75	\$836,433.75
12	\$120.00	\$167,299.39	\$113,440.00	\$890,413.13	\$1,003,853.13

S O C I A L S E L L I N G



CONTENT



CONVERSATION



RELATIONSHIP



REVENUE

GENERATE SHARABLE CONTENT



Leslie Sansone Walk at Home

February 11 at 3:00pm · 🌐

I declare it WALKERS Appreciation Day!

I'm so thrilled that you LOVE "little" walks! I read your posts and requests for MORE!!!! Makes my heart sing!

Here is another 5 Minute HEALTHY Walk ... for you for your friends ... for your family ... let's share it with everyone we know [See More](#)



73,789 Views

Like · Comment · Share · Buffer · Hootlet · 3,465 305 3,654



Tweet



Tangerine @TangerineBank

26m

Q5: What's at the top of your wish list once you retire? #RSPReady



What's at the top of your wish list once you retire?

#RSP

Tangeri
Financial



Darrell Keezer @DarrellKeezer

25m

@TangerineBank I don't want to move so
that I can still throw family parties :)
#RSPReady



Tangerine 
@TangerineBank

Totally understandable, esp with four
kids! @DarrellKeezer #RSPReady



Darrell Keezer

7 mins ·  ▼



**What scares you about
Life Insurance?**



Julia Bragg Not knowing if you have enough/what you actually have. I literally only got it bcasue it made my car insurnace cheaper. I put no thought or time into it - cheaper car insurance by having life insurance? sign me up.
[#ButWhatDoIReallyHave ?](#)

Like · Reply · 3 mins



Shaaron Zach Am I getting duped?

Like · Reply · 2 mins



Warren Strutt Not being named the beneficiary

Haha · Reply · 😂 1 · Just now



Beverley Harris The fact that not enough people know the difference, "" and they are using whole life instead of term!!!!

Like · Reply · 1 hr



Mike Elsey Having a hard time shopping around. It's hard to get several quotes. When I told my insurer that I wanted to shop around his rates he told me that I couldn't open a file with a new insurance company because I hadn't completed my file with his and that it would look like I was trying to avoid something and therefore would get automatically declined.

Like · Reply · 42 mins



Brittany Cormier ... what's life insurance? 😞

Like · Reply · Just now

Anyone needs a good insurance broker? Give me a call!! 😊

we shop from all carriers!

Like · Reply · 👍 1 · 29 mins

LEARN THE LANGUAGE

LUNCH & LEARN TO THE THE FIRST 20 PEOPLE. SEE LINK FOR FULL DETAILS. LEARN MORE ABOUT SYNDICATED MORTGAGE INVESTMENTS AND WHY THEY SHOULD BE PART OF YOUR WEALTH CREATION PLANNING. file:///C:/Users/ /AppData/Local/Microsoft/Windows/INetCache/Content.Outlook/HO7896AJ/20160601-lunchlearn_ _proof%20(5).pdf



 Like

 Comment

 Share

GOOD USE OF CAPS



EMERGENCY ALERTS

now

Emergency Alert

BALLISTIC MISSILE THREAT INBOUND
TO HAWAII. SEEK IMMEDIATE SHELTER.
THIS IS NOT A DRILL.

PERSONAL BRANDING

MY LINKEDIN TESTIMONIAL ,

If I spend 60 minutes on LinkedIn,
I'll spend the next 6 weeks following up.

[Startup Funding Experts](#) - Hire experts to help prepare your financial model and investor deck. Ad



Darrell Keezer

Founder of Candybox & Launch 48 | Digital Marketer | Keynote Speaker

Candybox Marketing Inc. • Sheridan College

Toronto, Canada Area • 500+

I believe that marketing should be sweet. By utilizing my education in marketing and training in IT, I create a purpose driven and results based web presence for each of my customers. My passion for digital marketing and my entrepr....

[See more](#)

Add new profile section

Edit public profile & URL

Add profile in another language

Promoted



A Board Position for You

These companies need board members. Click here to be matched with them.



Her Life as a Maverick

Struggling advertising owner crushes it, with new Digital Marketing system



Ready for a Change?

In 1 week, get job offers from top companies coming straight to you

See connections (500+)

Contact and Personal Info

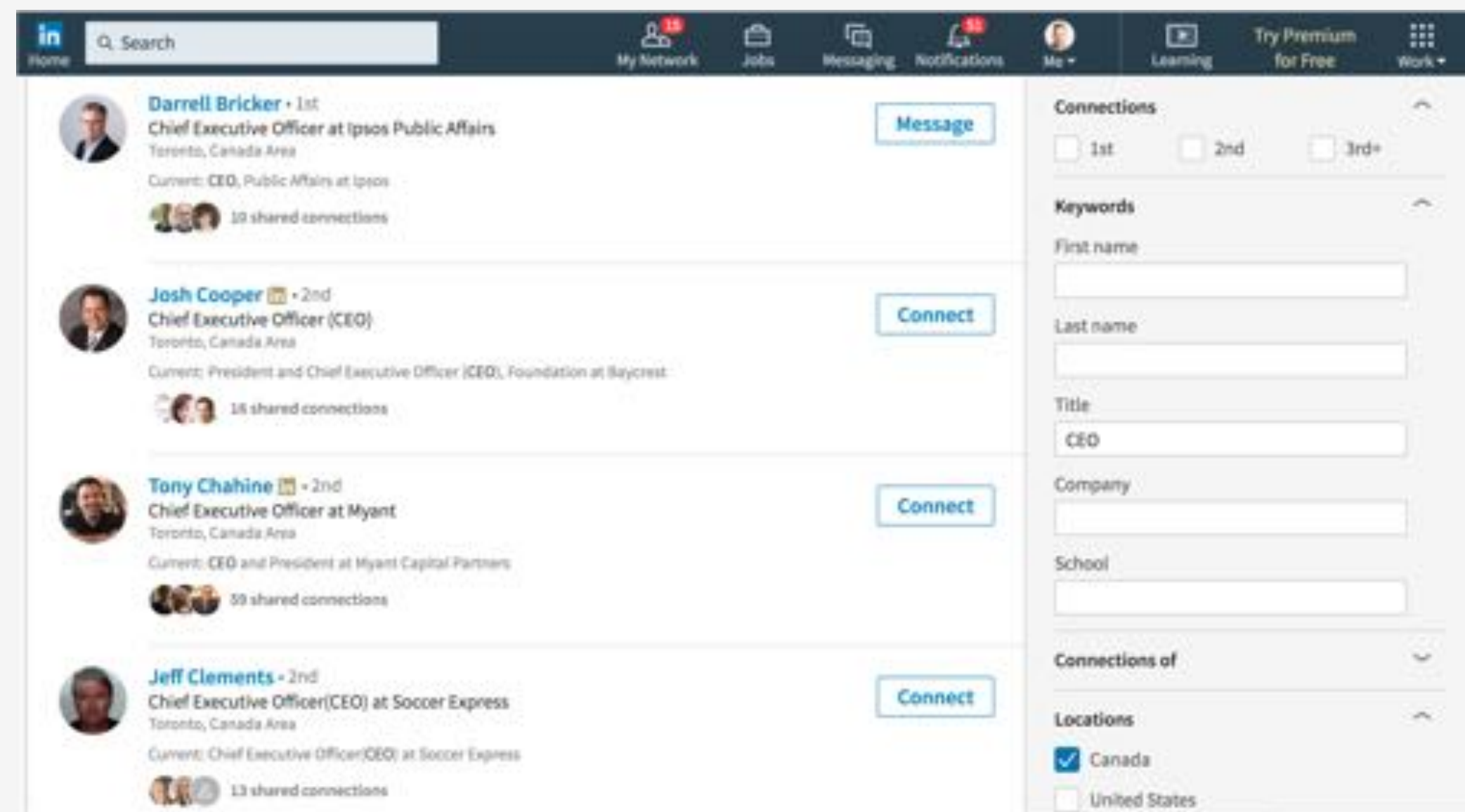
Darrell's Profile, Websites, P

Messaging

PROSPECTING FOUR STEPS

1

RESEARCH



**Darrell Bricker** • 1st

Chief Executive Officer at Ipsos Public Affairs

Toronto, Canada Area

Current: CEO, Public Affairs at Ipsos



10 shared connections

Message

**Josh Cooper** 📄 • 2nd

Chief Executive Officer (CEO)

Toronto, Canada Area

Current: President and Chief Executive Officer (CEO), Foundation at Baycrest



16 shared connections

Connect

**Tony Chahine** 📄 • 2nd

Chief Executive Officer at Myant

Toronto, Canada Area

Current: CEO and President at Myant Capital Partners



59 shared connections

Connect

**Jeff Clements** • 2nd

Chief Executive Officer(CEO) at Soccer Express

Toronto, Canada Area

Current: Chief Executive Officer(CEO) at Soccer Express



13 shared connections

Connect

Connections

☐ 1st☐ 2nd☐ 3rd+

Keywords

First name

Last name

Title

CEO

Company

School

Connections of

Locations

☒ Canada☐ United States

2

REVIEW



Michael Sparling

2nd

Innovator, executive, technologist and academic. **Dean of Business, Seneca College**

Toronto, Ontario, Canada | Education Management

Current	Seneca College of Applied Arts and Technology
Previous	Telfer School of Management, The University of Ottawa, Algonquin College, Bruyere Foundation
Education	Ivey Business School at Western University

Connect

Send Michael InMail

500+
connections



Contact Info



ca.linkedin.com/in/mikesparling

Background



Summary

Having worked in a number of industries, roles and countries, I've come to realize I'm an advocate for the change power of people, big ideas, data, analytics and algorithms. I believe in disruptive innovation - I've been part of it several times in my career - and in the creative energy of capable teams. Together great people can invent a solution to any problem, but an innovative solution in the hands of mediocrity will never realize its full potential.

I've created companies, led in times of growth and contraction, raised venture capital, invented and above all built teams that solved complex and often ugly problems. Increasingly, the transformative forces of social media, analytics, algorithms, automation and mobile / cloud computing have empowered entrepreneurs and innovators like never before; yet at the end of the day it still comes down to building teams, implementing scalable operating practice and innovating faster than competitors.

3

WRITE

How do you know Michael?

- ☐ Colleague
- ☐ Classmate
- ☒ We've done business together

CEO at Candybox Marketing Inc.

- ☐ Friend
- ☐ Other
- ☐ I don't know Michael

Include a personal note: (optional)

Hey Michael,

Hope you are well, I've loved the work that you've done for Seneca over the last few years in the Entrepreneurship space. We met a few years ago at OCMC and I'd love to stay connected and get your updates.

I'd be open to having a coffee if you wanted to connect!|

- Darrell Keezer

Important: Only invite people you know well and who know you. [Find out why.](#)

[Send Invitation](#) or Cancel

ENGAGING

MOVE ONLINE TO OFFLINE

The screenshot displays the LinkedIn messaging interface. On the left, a list of messages is shown, including one from Meghan Hefford and another from Greta Griffin. The main panel on the right shows a conversation with Stu Robb, Vice President of Sales and Business Development at SAFEbri... The conversation includes a message from Darrell dated Feb 1, a response from Stu dated Feb 3, and a follow-up message from Darrell dated Feb 4.

Want to Code on Own Time? - 3,000+ tech companies compete for you on Hired®. Work for industry lea...

All Messages ▾

Search

Meghan Hefford Yesterday
Hi Darrell, I hope you are doing well! I just wanted

Greta Griffin Yesterday
You: Great to connect with you. How did you come...

Bailey Martindale Monday
Hey Darrell, I hope 2016 is off to a good start. Incas...

Erica Baumgart Feb 19
You: :)

Cole Maruk Feb 17
Hey Darrell, great presentation today! At...

Swati Vora-Patel Feb 17
Darrell, you have to watch "The Intern" – great mov...

Steve Wilson Feb 12
You: Boom, we're connected.

Stu Robb
Vice President of Sales and Business Development at SAFEbri...

Feb 1

Hey Stu,

Congrats on the new position at Safebridge. Reach out any time if you want to discuss web / search / social at any point. I do a ton in your industry for sales people.

- Darrell

4:25 PM

Feb 3

Thanks Darrell,
I would like to know more about what you are doing for other in our industry and see if that can resonate with others in my company. I always like to give options to our agents.
Thanks,
Stu

3:55 PM

Hey Stu, we do a few different things:

1. We can help by rebuilding a corporate website to generate leads for different areas with one centralized online campaign. We've had tremendous success with this.
2. We can build individual 'personal brand' websites for individual people building a website / blog in just two days and \$2K.
3. We can provide LinkedIn training to help them build their network and stay top of mind with their friends / prospects.

Let me know if any of these sound interesting, and we can meet up!

4:28 PM

Feb 4

LEARN THE LANGUAGE



President at [REDACTED]
18 hrs

First wall is down kitchen is measured
New garbage bin arrived
I need your credit card number babe
I need size of the microwave
All at once



Like



Comment

CANDYBOXMARKETING.COM/LINKEDIN

(IT'S FREE!)



30 Days, 30 Tips, 1 Awesome LinkedIn

Leave us your email and get 30 exclusive LinkedIn tips delivered to your inbox.

First Name *

Email Address *

JOIN THE 30 DAY CHALLENGE

SEARCH

auto insurance



All Maps News Images Videos More

Settings Tools

About 38,000,000 results (0.93 seconds)

Johnson Auto Insurance - Save Up To 35% On Auto - johnson.ca

Ad www.johnson.ca/Auto/Insurance

Discover how much you could be saving right now. Get a quote online or call now.

Bundle & Save Even More · 24/7 Claim Service · Group Rates Available · Earn AIR MILES® rewards

Insurance coverage: Auto, Home, Travel

[Auto Insurance Coverage](#)

[Why Choose Johnson?](#)

[Savings & Extras](#)

[Home Insurance Coverage](#)

Sonnet Auto Insurance - Get a Quote. Buy Online - sonnet.ca

Ad www.sonnet.ca/

Get The Right Home & Auto Insurance Coverage in a Few Clicks. Bundle & Save.

No Guesswork - Get Insured Instantly

Insurance coverage: Auto, Home, Condo, Tenant, Landlord

[Contact Us](#) · [Get A Quote](#) · [Home Insurance](#) · [About Us](#)

State Farm® Auto Insurance - Get A Free Auto Quote Online

Ad www.statefarm.ca/Auto-insurance/Quote

See Why Millions Of Canadians Trust Us. Switch To State Farm & Save Up To 30%.

Allstate® Auto Insurance - Allstate.ca

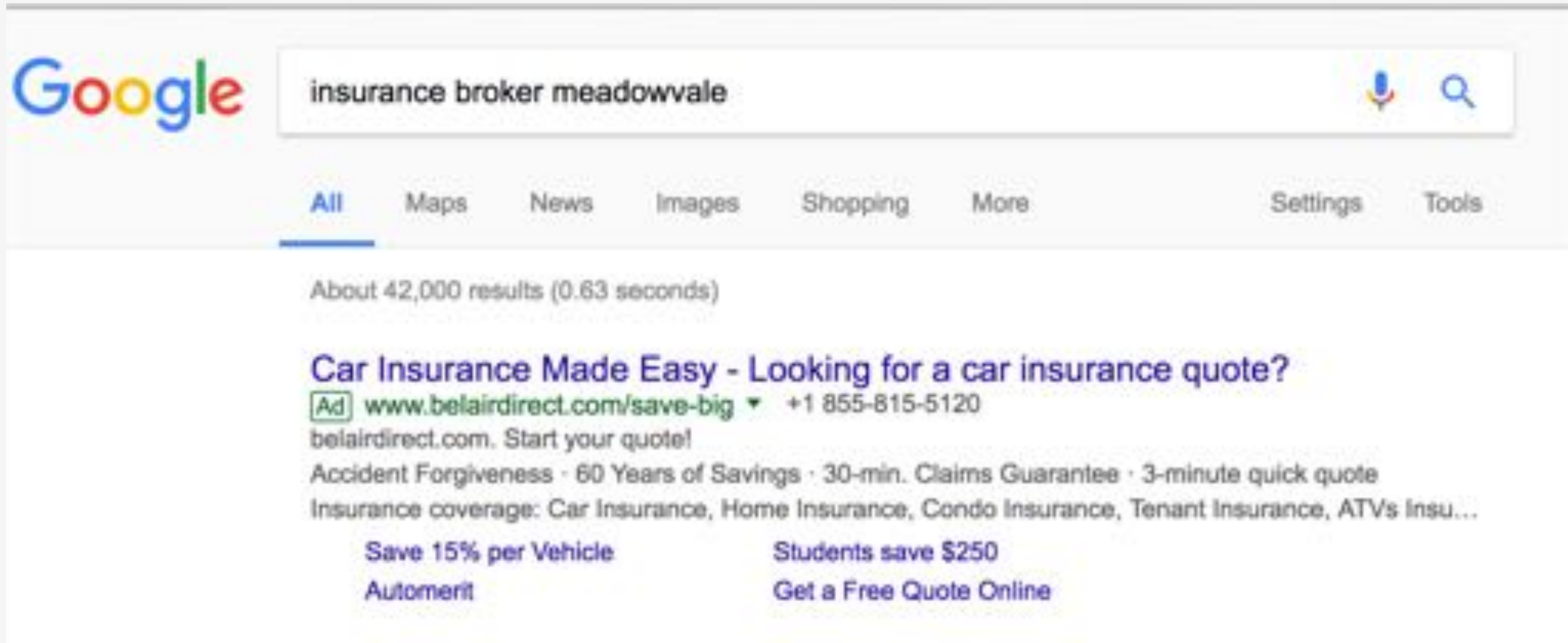
Ad www.allstate.ca/Drivewise

See How You Can Save up to 30% with Drivewise. Call Allstate Now!

WHERE ARE YOU?

LOCAL SEARCH

2X NEAR ME



The screenshot shows a Google search interface. The search bar contains the text "insurance broker meadowvale". Below the search bar, the "All" tab is selected. The search results show "About 42,000 results (0.63 seconds)". The first result is an advertisement for Belair Direct, titled "Car Insurance Made Easy - Looking for a car insurance quote?". The ad includes the URL "www.belairdirect.com/save-big", a phone number "+1 855-815-5120", and a description: "belairdirect.com. Start your quote! Accident Forgiveness · 60 Years of Savings · 30-min. Claims Guarantee · 3-minute quick quote Insurance coverage: Car Insurance, Home Insurance, Condo Insurance, Tenant Insurance, ATVs Insu...". At the bottom of the ad, there are two promotional banners: "Save 15% per Vehicle Automerit" and "Students save \$250 Get a Free Quote Online".

Google

insurance broker meadowvale

All Maps News Images Shopping More Settings Tools

About 42,000 results (0.63 seconds)

Car Insurance Made Easy - Looking for a car insurance quote?

Ad www.belairdirect.com/save-big +1 855-815-5120

belairdirect.com. Start your quote!

Accident Forgiveness · 60 Years of Savings · 30-min. Claims Guarantee · 3-minute quick quote

Insurance coverage: Car Insurance, Home Insurance, Condo Insurance, Tenant Insurance, ATVs Insu...

Save 15% per Vehicle
Automerit

Students save \$250
Get a Free Quote Online



Matthew Jonathan Hair Salon

4.8 ★★★★★ 82 reviews

Beauty Salon



Directions



SAVE



NEARBY



SEND TO YOUR
PHONE



SHARE



65 Lakeshore Rd W, Oakville, ON L6K 1C9



matthewjonathan.com



(289) 243-0144



Open now: 12AM-8PM ▾



Suggest an edit



Add a label



SITE

**YOU HAVE TRAFFIC
SO WHAT?**

,

YOUR WEBSITE PLAN SUCKS

Home

About

Products

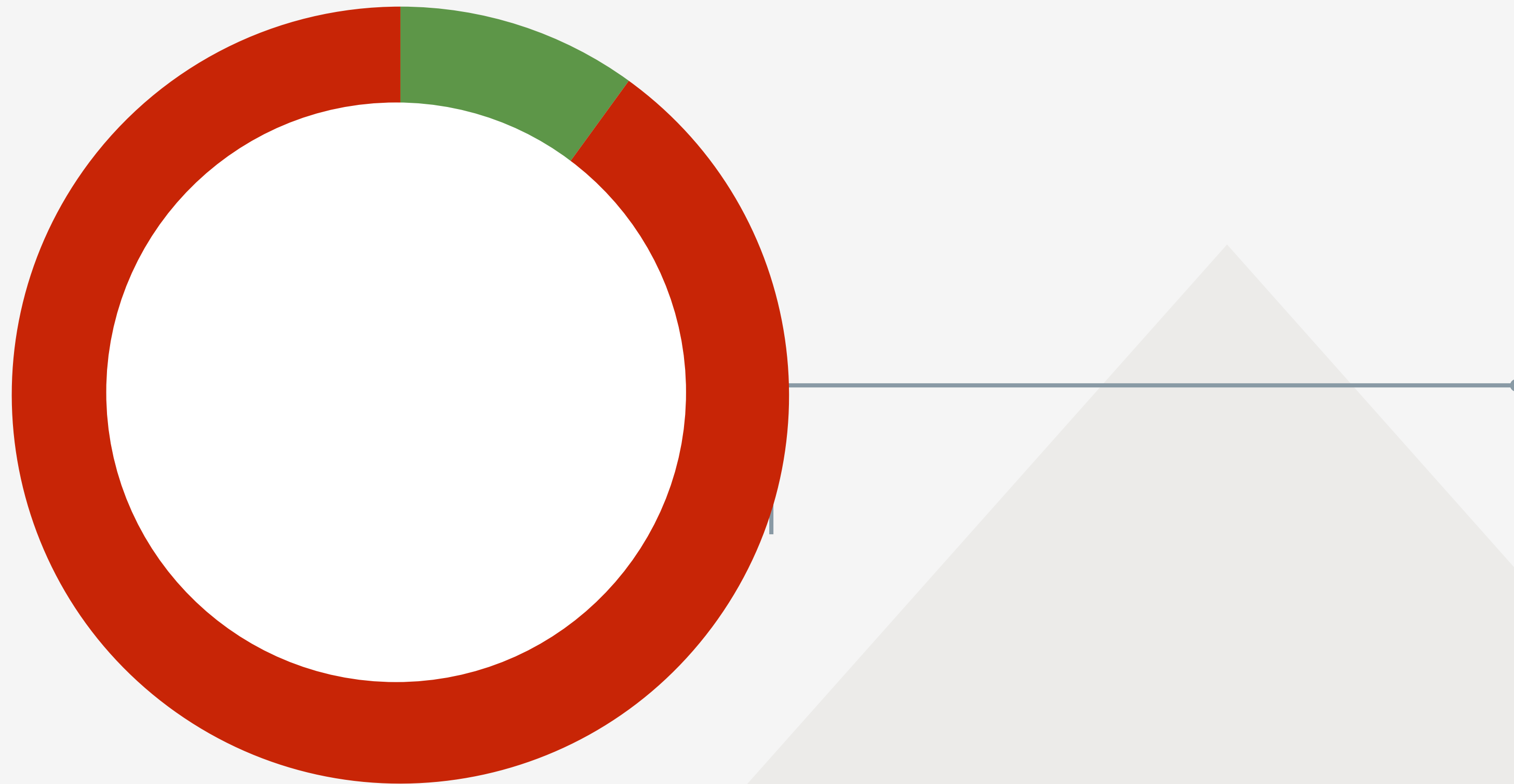
Services

Values

News

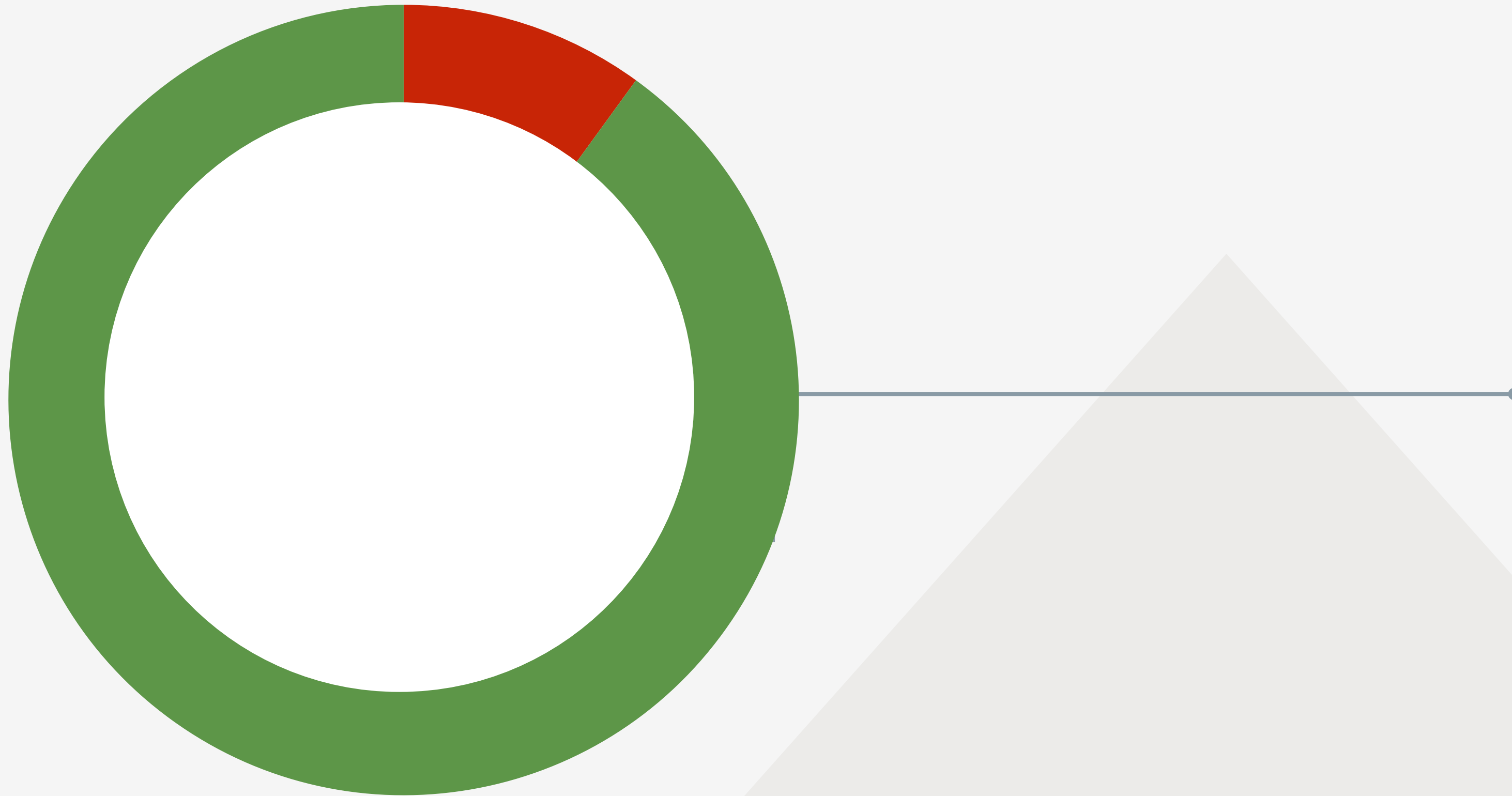
Contact

WHERE IT GOES WRONG



9/10 Don't Use
Contact Forms

WHERE IT GOES RIGHT!



9/10 Use
'Value Forms'








school programs



summer camps



retreats



cowboy ministries



family getaways



volunteer



Summer Camps
 Sky Ranch's premier summer camp program has set the standard for Christian camping since 1955. Campers enjoy a whirlwind of exciting activities coupled with solid Biblical discipleship from real-life Christian examples.

Get Your Sky Ranch Gear!



Check out our online store for Sky Ranch apparel, gifts and more!
[CLICK HERE TO VISIT THE ONLINE STORE!](#)

Sky Ranch Is Going Wireless!



We're taking this show on the road with SkyFi - a FREE event with the hilarious Summer Camp team! [Click here](#) to find a SkyFi near you!

Register Now For The Best Week Of Your Life!



[Click here](#) to register for Summer Camp 2012.

Don't Miss Spring Parent Child Weekends!

[Father Daughter](#) - February 10-12, 2012
[Mother Son](#) - March 23 - 25, 2012
[Father Son](#) - March 30 - April 1, 2012



WELCOME TO *Big Bear*

The Pine Ridge Community Center is a non-profit organization that provides a safe and healthy environment for our community. We are committed to providing a safe and healthy environment for our community. We are committed to providing a safe and healthy environment for our community.

[Learn More About Us](#)

EVERY CUSTOMER DESIRE
NEEDS A *LANDING PAGE*

[PROGRAMS](#)[RETREATS](#)[OUTDOOR ED](#)[NEWS & BLOG](#)[ABOUT US](#)[DONATE](#)[ACCOUNT LOGIN](#)[CAMP PHOTOS AND EMAILS](#)[STORE](#)

SUMMER CAMP

SKY 1

ENTERING GRADES 1 TO 3

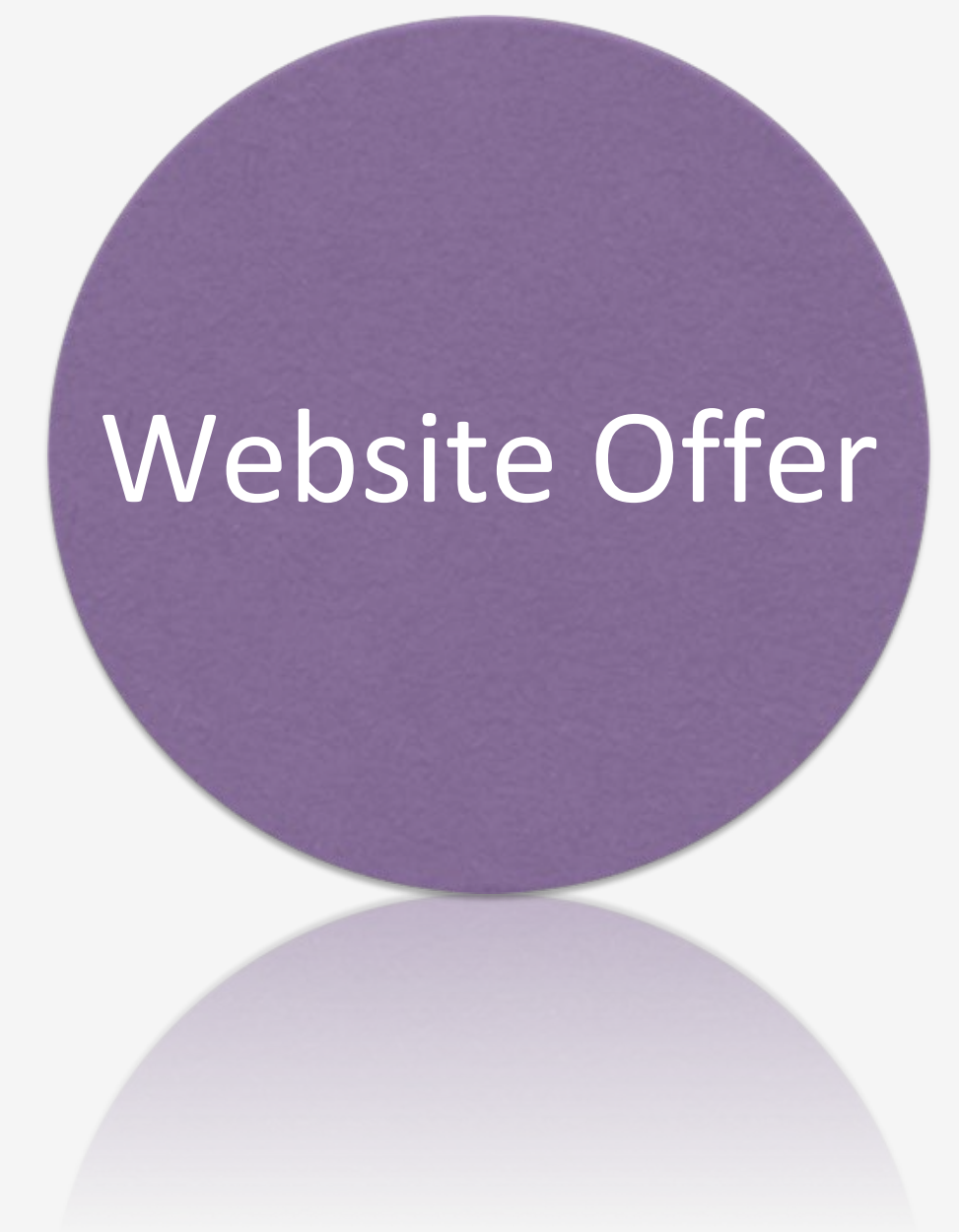
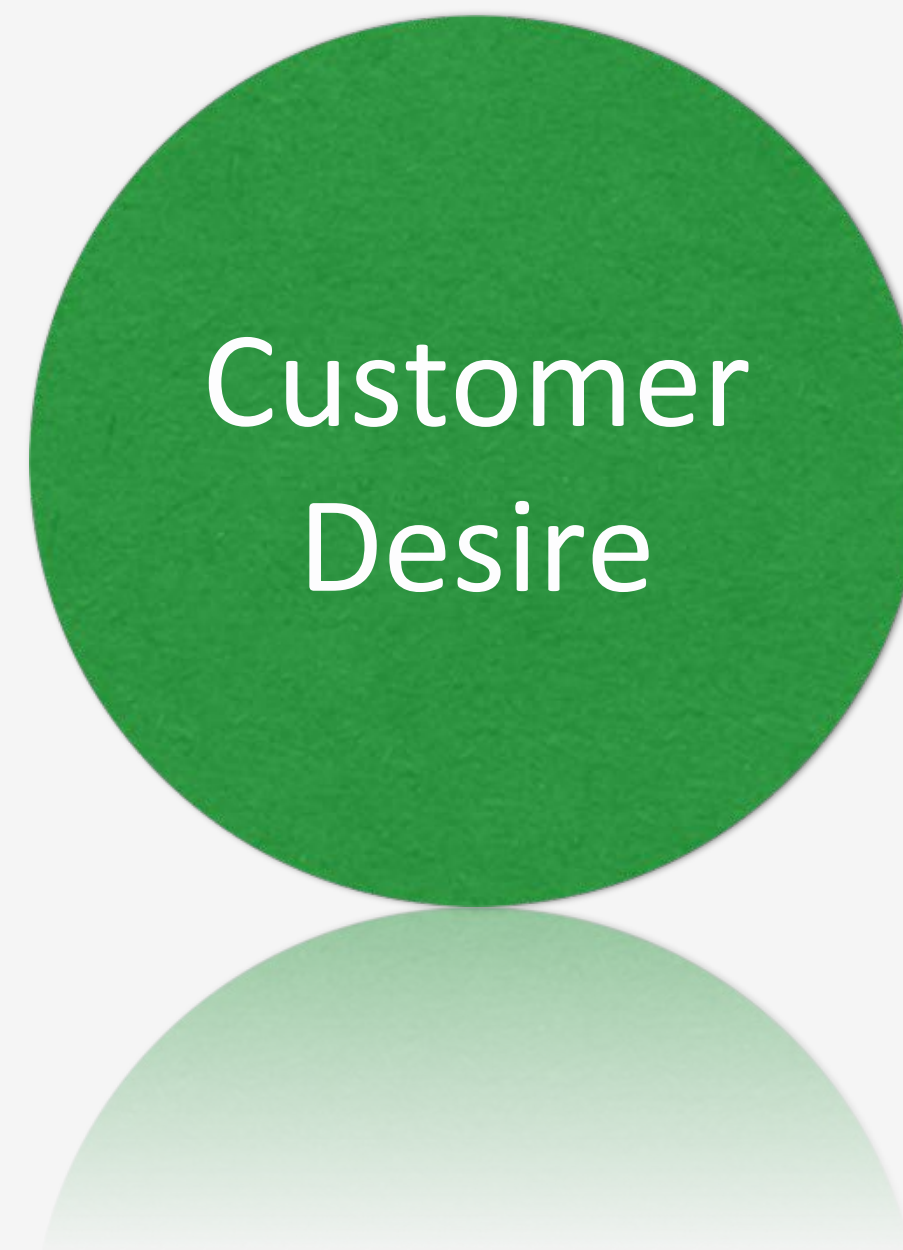
[PROGRAMS +](#)[ABOUT](#)[GALLERY](#)[ACTIVITIES](#)[FAQ](#)[SESSIONS & PRICING](#)[REGISTER NOW](#)

SKY 1 SUMMER CAMP

[PDF](#)




HIGHER CONVERSIONS



WIN WITH LANDING PAGES



UBER



Ride-Share Insurance is here in Ontario!

GET A QUOTE FOR RIDE-SHARE INSURANCE

Why You Need Insurance

Ride drivers from Uber, Lyft & other ride-share companies need to secure the proper insurance as mandated by the provincial government. Having the right insurance will transfer the risk from the driver to the insurer, allowing them to carry passengers when under contract for a ride-share company.

Ride-Share Insurance is here in Ontario!

GET A QUOTE FOR RIDE-SHARE INSURANCE

Why You Need Insurance

New drivers from Uber, Lyft & Lyft and other ride-share companies need to provide the proper insurance as mandated by the provincial government. Having the right insurance will transfer the risk from the driver to the insurer, allowing drivers to carry passengers when under contract for a ride-share company.



Save Money

When drivers complete the program, they receive liability coverage for damages to third parties, up to \$1,000,000 per accident and personal auto.



Protect Passengers

If a driver gets into an accident, passengers can claim any medical expenses incurred and the driver may be liable to personally pay for such expenses.



Vehicle Security

Vehicles not properly insured for ride-share insurance can be repossessed by the province's Superior Court. The ride-share insurance policy covers damages.

Are You Right For The Program?

Before a driver can enroll in the program, they must meet the following requirements:

- ☒ Do you own your private passenger vehicle for compensation, on a part-time basis (maximum 20 hours per week)?
- ☒ Have you have been licensed in Canada in the last 12 months (22 for cars for more than 4 years)?
- ☒ Does your vehicle meet the right insurance (excluding the driver)?

GET A QUOTE NOW

Enter the information below and one of our Ride-Share Insurance brokers will contact you with a quote.

YOUR NAME *

YOUR EMAIL *

YOUR PHONE (optional) *

ARE YOU A RIDE-SHARE DRIVER?

Yes, I have been driving for more than 4 years

GET YOUR QUOTE NOW

WEBSITE A
14% CONVERSION RATE

GET A QUOTE NOW

Fill in the information below and one of our Ride-share insurance brokers will contact you with a quote.

DOES YOUR VEHICLE SEAT UP TO 8 OCCUPANTS (EXCLUDING THE DRIVER)?

- ☐ Yes, it can seat up to 8 people (excluding the driver)
- ☐ No, it seats more than 8

HOW MANY HOURS A WEEK DO YOU USE YOUR VEHICLE FOR COMPENSATION?

Please Select One

ARE YOU PROPERLY LICENSED?

- ☐ Yes, I have had my GZ for up to more than 6 years

YOUR NAME *

YOUR PHONE NUMBER *

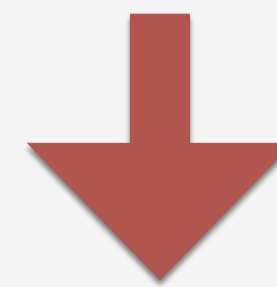
YOUR EMAIL *

GET YOUR QUOTE NOW!

Get a response from a broker within 24 hours or less!

WEBSITE B - ASKED MORE QUESTIONS

10% CONVERSION RATE



31% CHANGE



WEBSITE C - UBER INSURANCE

8% CONVERSION RATE




42% CHANGE



WEBSITE D - MADE Q'S RADIO BUTTONS
16% CONVERSION RATE

 **13% CHANGE**



Ride-Share Insurance is here in Ontario!

GET A QUOTE FOR RIDE-SHARE INSURANCE

Why You Need Insurance

Ride drivers from Uber, Lyft & other ride-share companies need to secure the proper insurance as mandated by the provincial government. Having the right insurance will transfer the risk from the driver to the insurer, allowing them to carry passengers when under contract for a ride-share company.

33% CONVERSION RATE



135% CHANGE



Why You Need Insurance

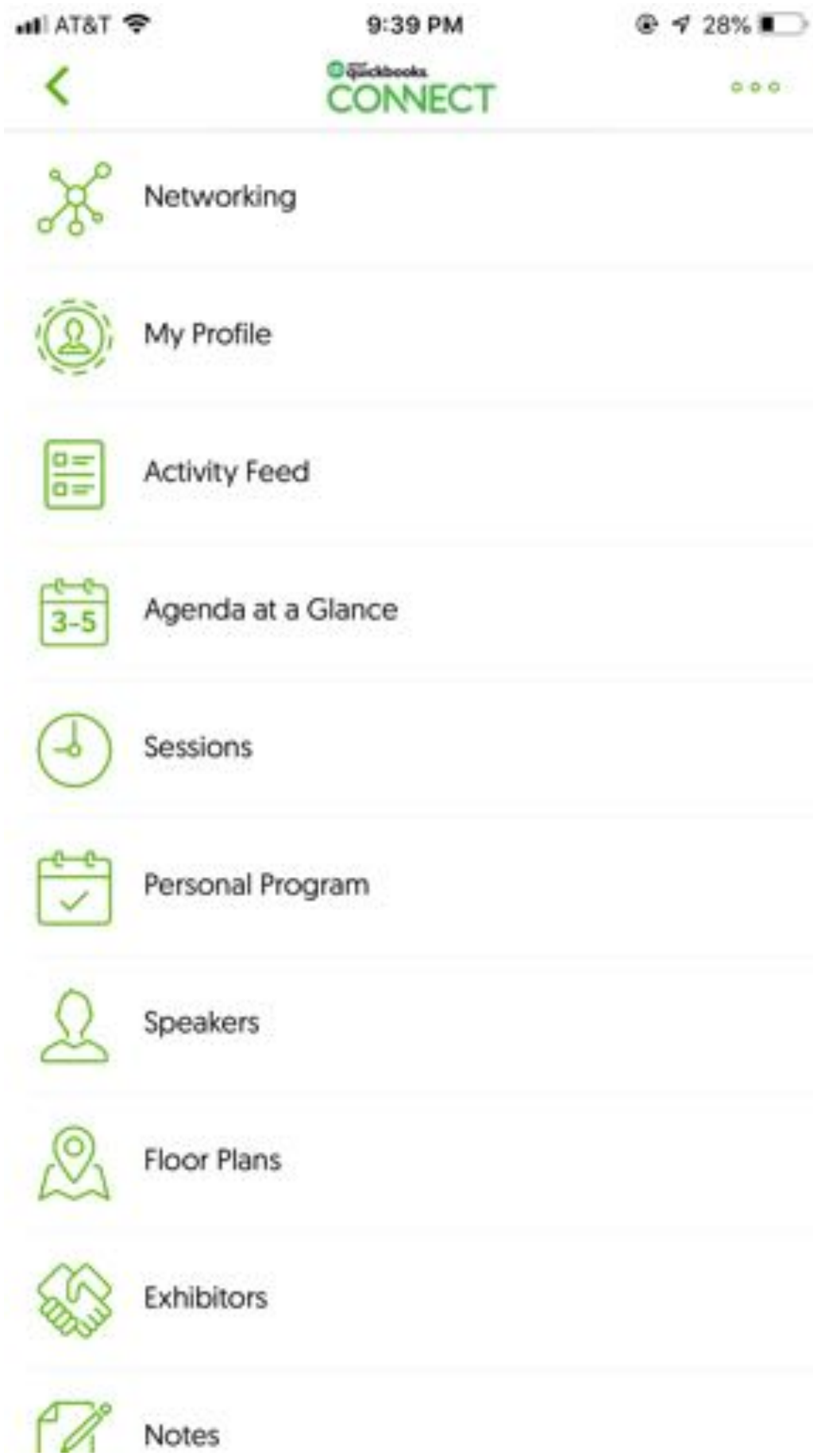
Now drivers from Uber, Uber X, Lyft and other ride-share companies need to possess the proper insurance as mandated by the provincial government. Having the right insurance will transfer the risk from the driver to the insurer, allowing

**WILL YOU DISRUPT,
OR BE DISRUPTED?**

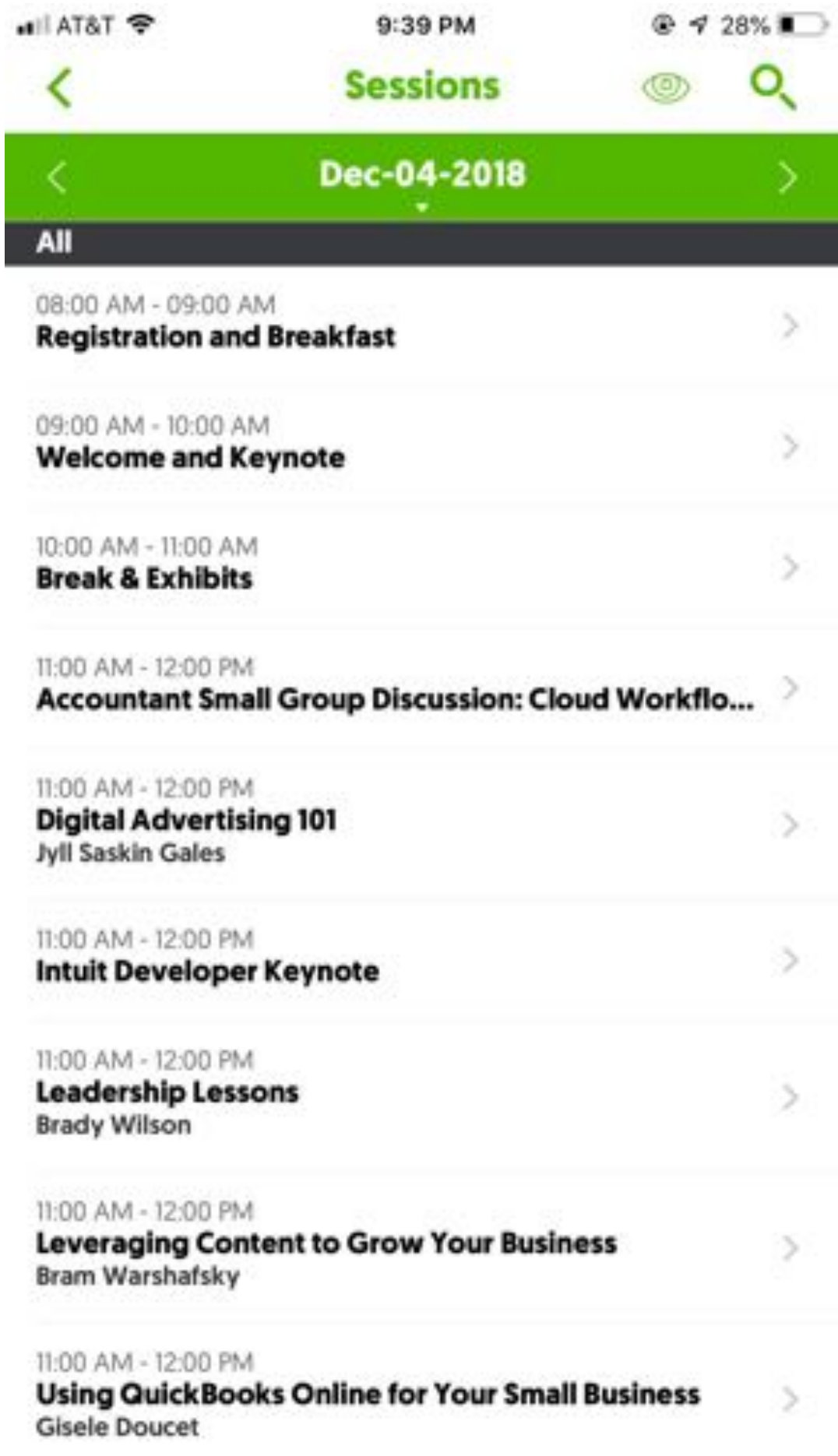
Questions?

Rate this session in the mobile app

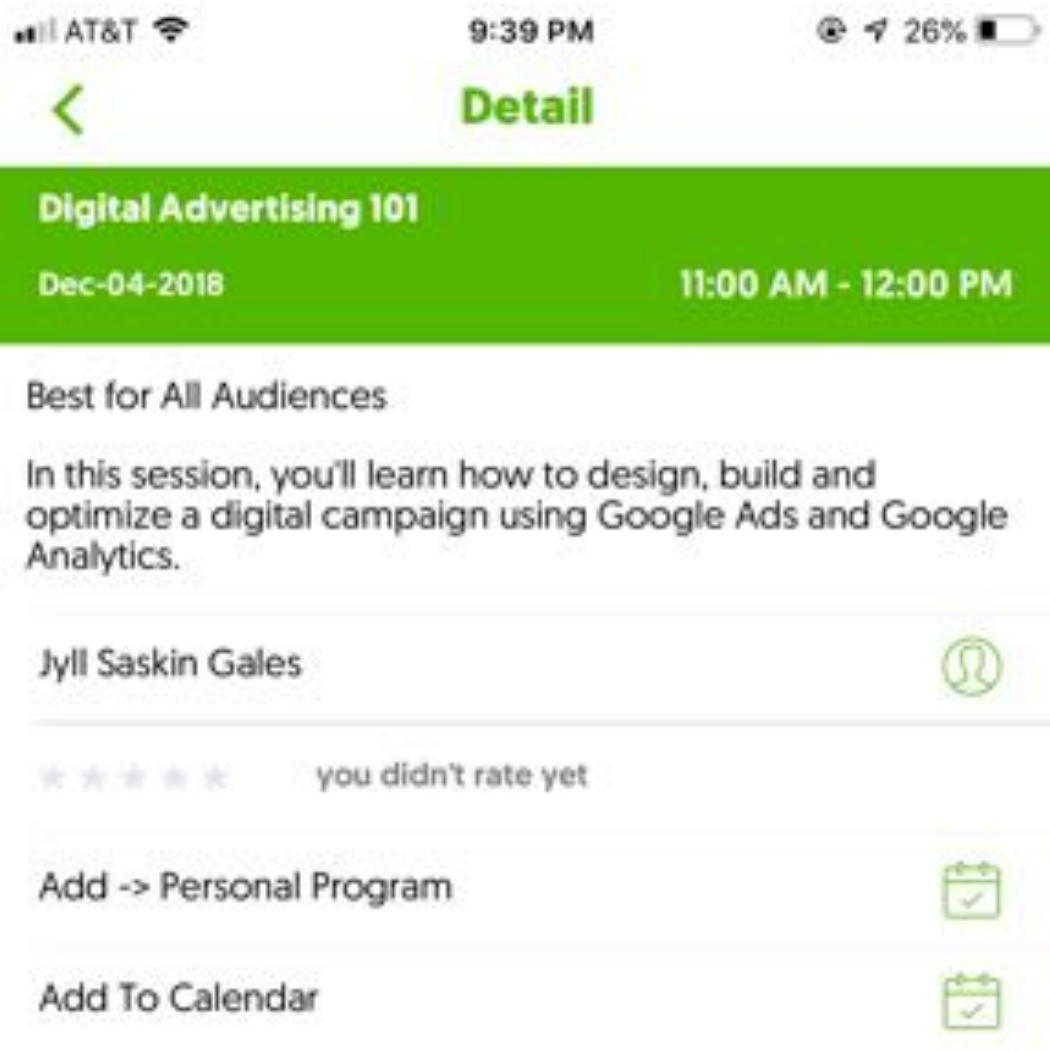
1. Select Sessions



2. Select Title



3. Add Rating



Material Download

Session slides can be found on the QuickBooks Connect agenda page

- 1) Find the session on the agenda
- 2) Select + for more information
- 3) Download PDF of slides

<https://can.quickbooksconnect.com/agenda/>

11:00 am-12:00 pm	Breakout Sessions	
	Digital Advertising 101	+
	Leveraging Content to Grow Your Business	+
	Leadership Lessons	+
	Using QuickBooks Online for Your Small Business	+
	Warrior Approach to Productivity • session repeats	+
	Accountant Small Group Discussion: Cloud Workflows	+
	Intuit Developer Keynote • session repeats	+



CONNECT

