



**7 MUST-HAVE**

**INSURANCE**

**MARKETING**

**STRATEGIES**

# 7 MUST-HAVE MARKETING STRATEGIES FOR INSURANCE AGENTS

1st Stage	2nd Stage	3rd Stage
<b>Attract</b>	<b>Engage</b>	<b>Delight</b>
Drive awareness of your service and attract customers to you.	The ideal time to deliver more specific, focused content	Keep existing customers happy delighting your buyers is vital

1. Develop a strong online presence
2. Connect with your local community
3. Use social media as an effective way to reach audiences
4. Get involved with networking events
5. Use Referral Programs
6. Create helpful and informative content
7. Stay top of mind with your clients and prospects.

As an insurance agent, it's important to have a solid marketing strategy in place to help you attract new clients and grow your business. There are a lot of different marketing strategies you can use, but not all of them will be a good fit for your insurance business.

To help you get started, we've put together a list of 7 must-have marketing strategies for insurance agents. These strategies are a great way to reach new clients, build brand awareness, and differentiate yourself from the competition.



# 1. DEVELOP A STRONG ONLINE PRESENCE

In today's digital world, potential customers are searching for insurance services online, so it's important that you have a website that is easily accessed. Furthermore, your website should be informative and user-friendly, so that potential customers can quickly learn about your services and get in touch with you to set up an appointment.

Use social media to engage with B2B and B2C clients

SEO  
CONTENT



SITE SPEED  
USER FRIENDLY

## 2. CONNECT WITH YOUR LOCAL COMMUNITY

There are a few different ways you can go about connecting with your community. You can attend local events and meetups, or you can join local chambers of commerce and business associations. By getting involved in your community, you can show potential customers that you're invested in their well-being and that you're a business agent they can trust.



### 3. USE SOCIAL MEDIA TO REACH AUDIENCES

It is important to approach social media with a strategy in mind. For B2B companies, offer solutions to common problems, such as financial policies or policies that can be useful to their business industry like investments.

For B2C use a different approach such as individual insurance policies that guarantee their future. keeping in mind your audience needs.

No matter what your approach, make sure to build strong relationships with your potential customers and turn them into lifelong fans.



## 4. GET INVOLVED WITH NETWORKING EVENTS

Attending webinars, and business conferences is a great way to expand your network, one of the best networking strategies is meetup. Meeting with people interested in your service is a 50% chance that they will convert!

When going to meetups, keep in mind to have your goals ready, dress to impress, and give your business card as people will think about your introduction and contact you later



## 5. USE REFERRAL PROGRAMS

An insurance referral program encourages your clients to share your insurance services with their network and then rewards them for each peer who becomes your client. It is a low-cost yet effective way to get promising new leads for your insurance service





## 6. CREATE HELPFUL AND INFORMATIVE CONTENT

Valuable Content is key to driving business results. After all, your goal is to help people protect themselves, their loved ones, and their belongings

To that end, it's important to create content that is both helpful and informative. That means writing articles, blog posts, and even social media posts that provide value to your audience. But what does that value look like, exactly?

For starters, your content should be clear and concise. It should be easy to understand and provide practical advice that your audience can use. Additionally, your content should be trustworthy and accurate. After all, your audience is trusting you to provide them with reliable information



Finally, your content should be engaging

## 7. STAY TOP OF MIND WITH YOUR CLIENTS AND PROSPECTS

As an insurance agent, it's important to stay top of mind with your clients and prospects. After all, the insurance industry is a competitive one, and if you're not constantly reminding your clients and prospects that you're there, someone else will.

One of the best ways to stay top of mind is to start a podcast. It is a great way to get your voice out there and build thought leadership and brand awareness. Plus, it's a great way to educate and inform your customers. And, if you do it right, you can even use it to generate leads and drive sales.





## **BONUS TIP**

There are several programs that can help you with your insurance agent business, from marketing to lead generation to sales. And the best part is that these programs are often available at a fraction of the cost of traditional marketing and advertising.

So if you're looking for ways to boost your insurance business  
“Programs For Small Businesses” offer solutions for many startups and SMBs

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