

Effective ways to
Use "Sign in"

For Your

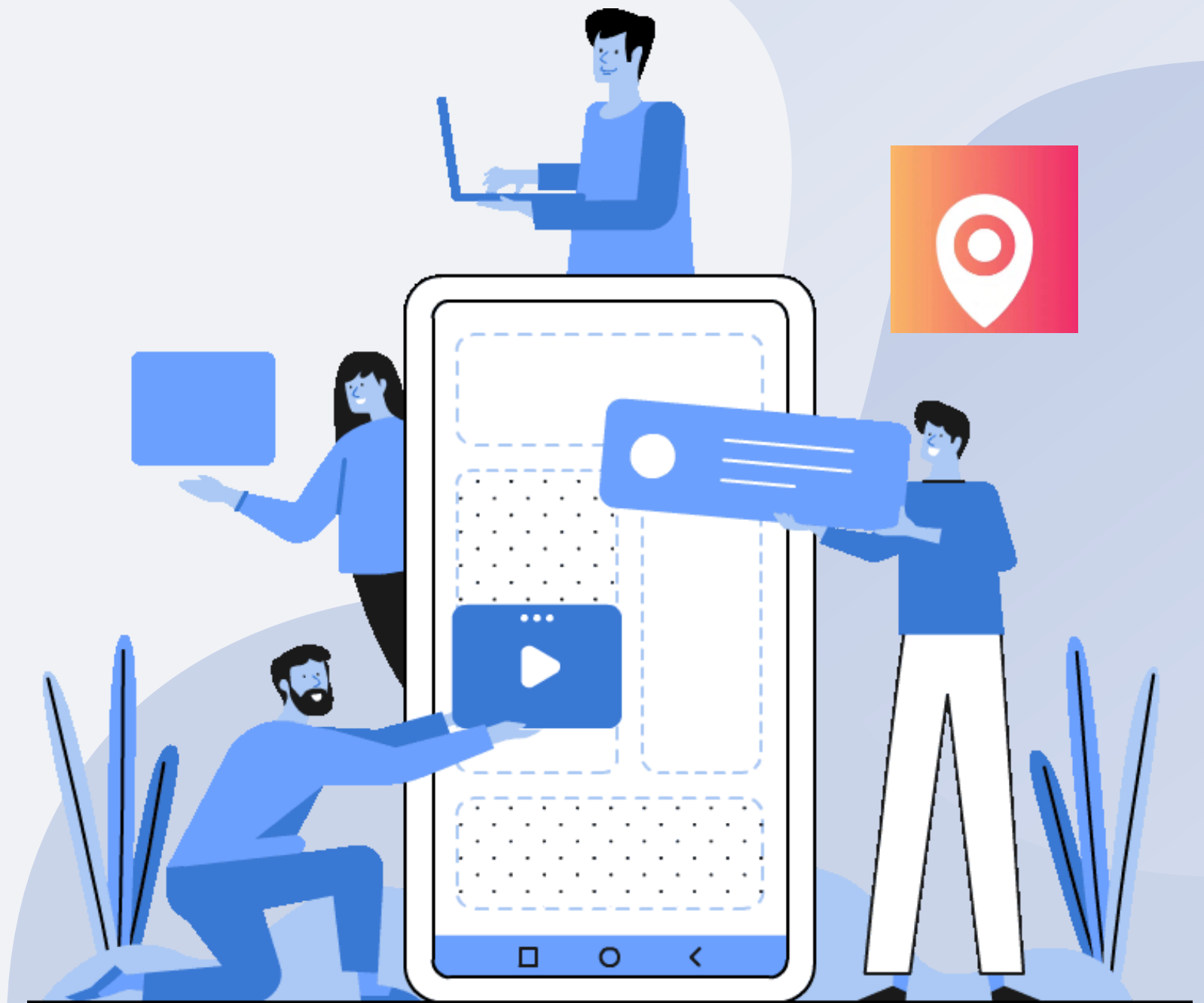
Insurance Agency

to Increase Sales



Consumers, nowadays prefer social media platforms for recommendations, shop through digital channels, and use smartphones during their entire journey as a customer. It might be surprising for you to know that insurance consumers are no exception.

Most insurance professionals know they should invest some capital in setting up and expanding their digital footprints. However, still, many are unsure about where to start organizing digital innovation and reshaping their business processes.



According To "Bain's new benchmark survey of 70 property and casualty (P&C) and life insurers worldwide"

BAIN & COMPANY 

"Many lack confidence in their ability to execute the digital transition. Almost half of the companies do not believe they have set up an achievable plan, because they are missing some key elements for the journey, such as a clear vision, or compliance and risk processes."

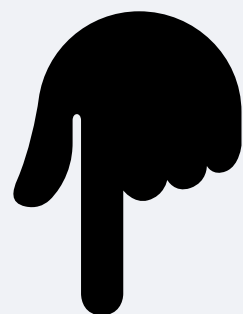


Today's insurance buyer searches for insurance products online.

U.S. consumers do more than 5 million online searches for insurance products each month.

Are you finding ways to turn these policy-seekers into your customers?

Follow the below 10 -described "sign up" strategies to boost your insurance agency sales.



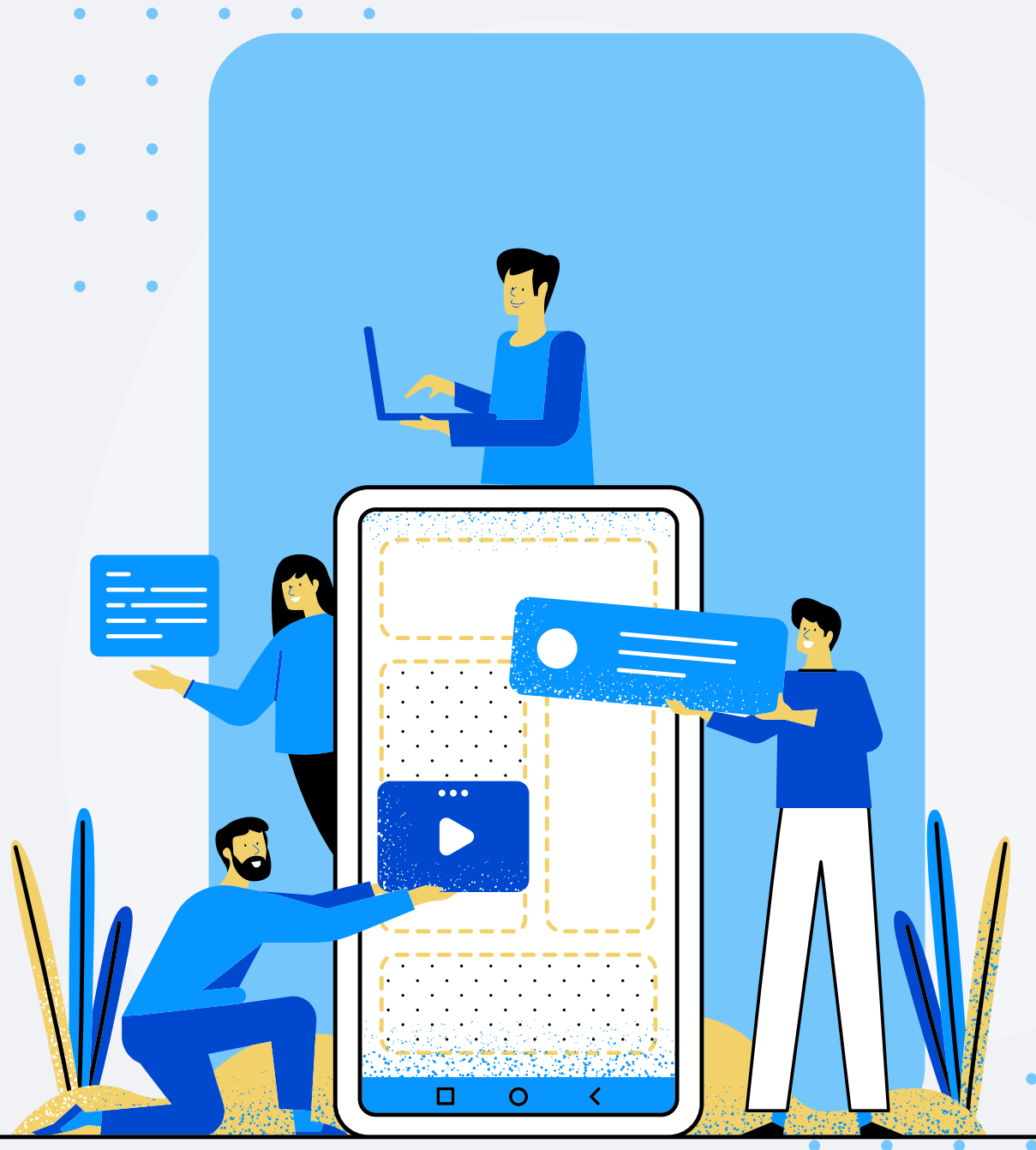
1

Make It Simple to Choose

Choosing insurance is already complicated; therefore, try not to offer too many options to choose from.

Find out what most customers are looking for and focus on the same.

- ✓ Add a quick guide panel for policy selection.
- ✓ Add a tool for quotes comparison.
- ✓ Create & post short & informative Service videos
- ✓ Create a questionnaire for visitors for understanding



2

Generate More Positive Reviews



95% of consumers prefer to read online business reviews before making a decision, out of which **85%** trust such reviews as much as recommendations.

Hence, you really need to build a strategy to generate new reviews from time to time.

- ✓ Ask your customers to give online ratings to your agency
- ✓ Add quick survey section on website for client feedback
- ✓ Add a review-generation plugin to your website


3

Consider Video Marketing



US people, on average, spend six hours of their day watching videos on digital channels. Thus, insurers need to focus on building effective video marketing techniques.

Try to make videos on the following categories: record creation, how-to, informative, customer testimonials, case studies that help viewers realistically.

"**86%**  viewers say they often use YouTube to learn new things." Thus, videos are the best way to help viewers learn how to find and choose the best insurance rates.

4

Highlight What Makes Your Agency a Better Option in the Market



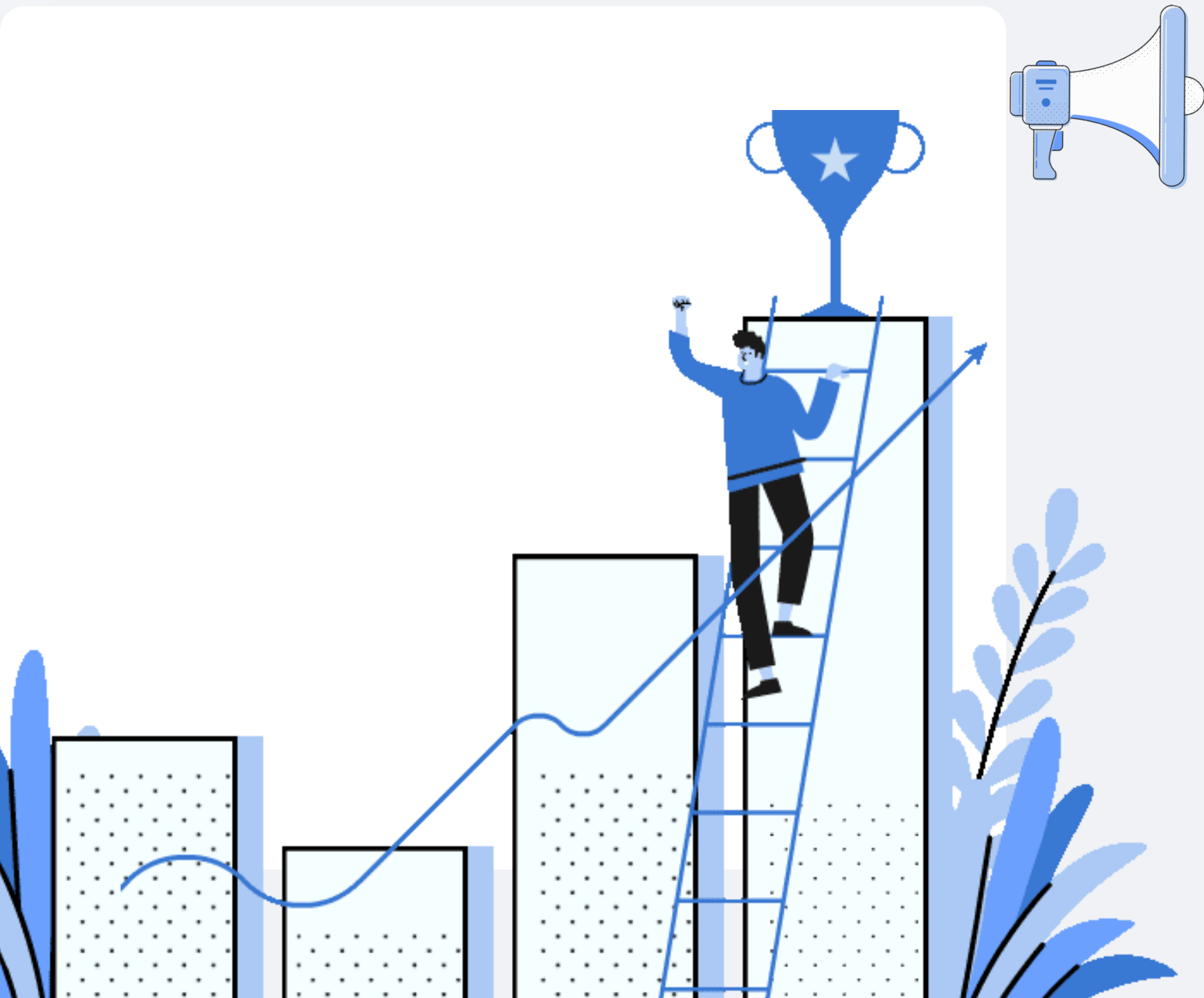
Close to half of U.S adults, **43%** (to be precise) don't have faith in insurance companies. It means there's an utter need to change their views toward insurance agencies and the way they consider policies.

It would be best if you make them believe that your agency is not a money-grubbing corporation by showing and proving that you care for the community.

Promote your good deeds- Charity, social & awareness events, client compliments, etc.

5

Highlight What Makes Your Agency a Better Option in the Market



In this competitive business era, try to follow unique business strategies, so that to convince your customers to stay with you, even if you have high policy rates.

Follow the guidelines mentioned below:

- ✓ Show business achievements/awards
- ✓ Share positive reviews given by customers
- ✓ Unique certifications

6

Make Efficient Use of Social Media



"**93%** of life insurance companies had social media programs in place" according to one research done by the world's largest association of life insurance companies – LIMRA (Life Insurance Marketing and Research Association).

With efficient use of social media, you can establish your agency's reputation as a customer-centric, reputable & reliable insurer. All these factors are essential as consumers consider them before choosing an agency to purchase a policy.

7

Email Marketing Still Holds a Lot of Potential

If you would not get your policyholders frequently engaged with your agency, some other agency might take your place.

Here, email marketing can effectively help you stay top-of-mind for your customers, and keep them informed about all your latest and essential updates/newsletters.

Here are a few tips for email marketing:

- ✓ Run a referral program
- ✓ Create automatic follow-up system for claim processing
- ✓ Send emails consisting of educational tips
- ✓ Send reminders for annual renewals



8

Work on Your Website to Enhance Overall User Experience

According to web credibility research from Stanford, "**75%** of users admit to making judgments about a company's credibility based on their website's design".

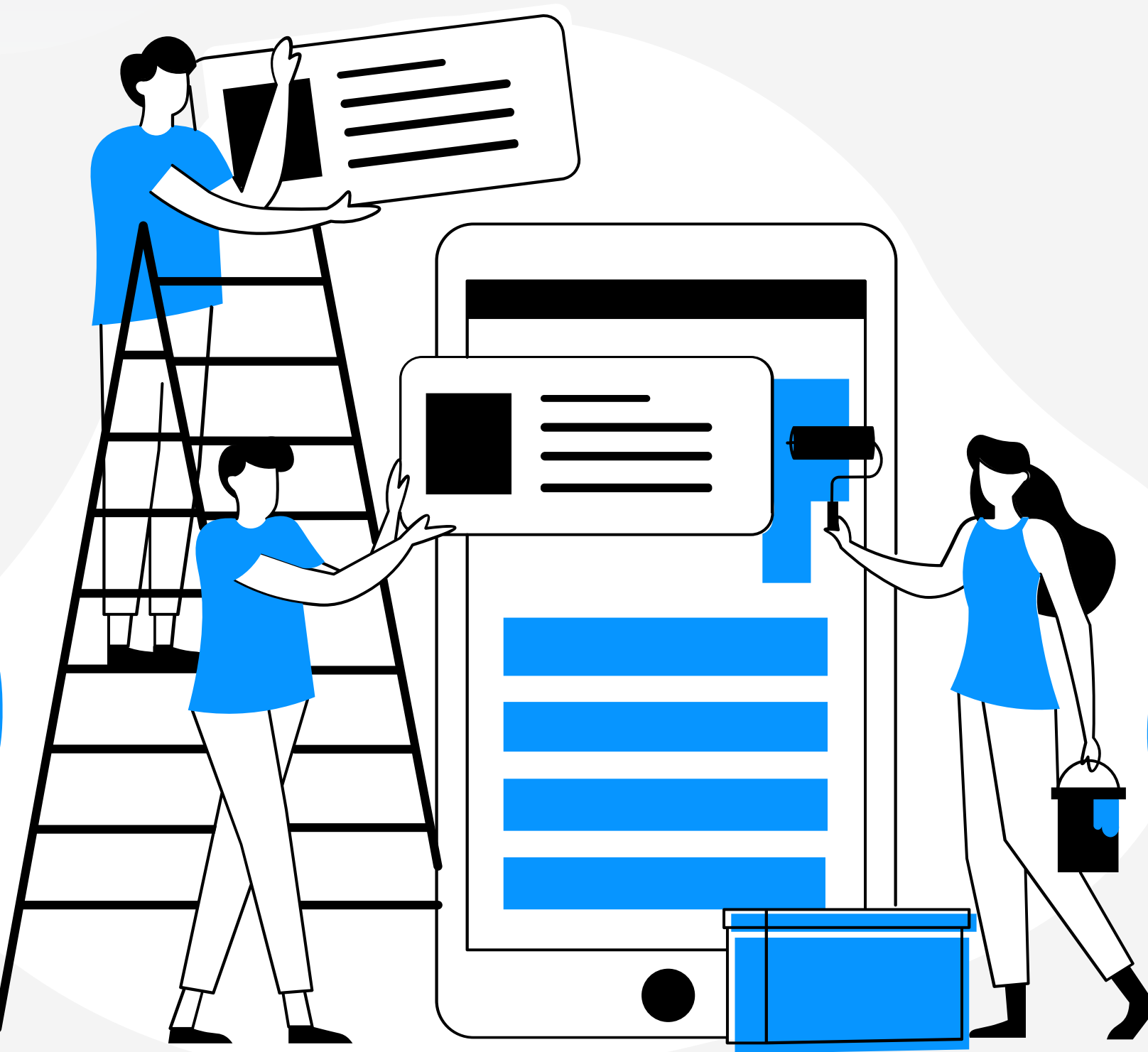
If visitors couldn't understand what they see on a web page, they'll move onto another website within 10 seconds or less. Thus, ensure that your website loads quickly, is secure and user & mobile-friendly.

More than **50%** of online searches for insurance are done through mobile devices. This indicates the importance of website usability on multiple platforms for better user experience.



9

Invest in Search Engine Optimization(SEO)



Policy-seekers will first need to find you to get in touch with you. As search engines help them find the best insurance websites, you need to appear on the very top of the search results page.

In fact, most people would not consider checking what comes after the first three search results.

To get your insurance agency on the first page of search engines, you need to **invest in SEO.**

10

Invest in Outsourcing

Outsourcing can turn out to be a valuable and, in fact, critical tool to increase productivity & cost-effectively achieve growth, especially when skilled staff is difficult to find or/and expensive to hire.



Outsourcing is a smarter way to get the work done. You can simply get an insurance back-office outsourcing company to connect to your systems remotely, understand your processes, follow your policies and procedures, and their experienced staff will become an add-on to your insurance agency.



All your confidential information will remain secure on your server, which can be monitored by your supervisors 24X7.

In case you need to alter contracts or shut down an entire project, the power stays in your hand to do so anytime.

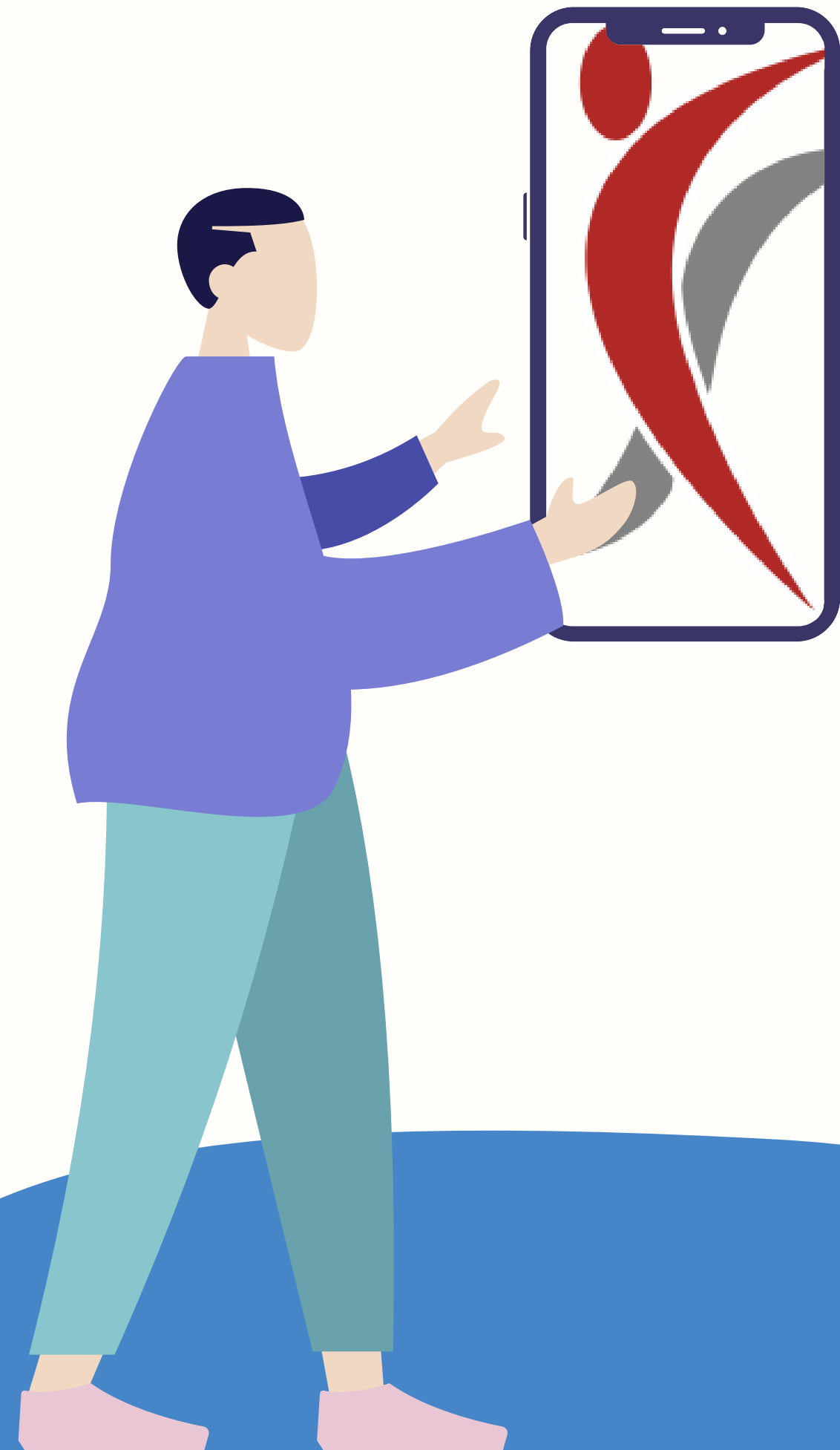
In this way, insurance outsourcing services seems to be an effective method for the improvement of operational efficiencies and reduction in costs.



These are some ways you can follow to enhance your marketing strategies and campaigns.

You can start by conducting a digital competitive analysis to become aware of what marketing opportunities you can take advantage of and what your agency requires to get one step ahead of its competitors.

On the whole, the points described above, when implemented correctly, are highly effective and beneficial for your agency to sell more insurance.



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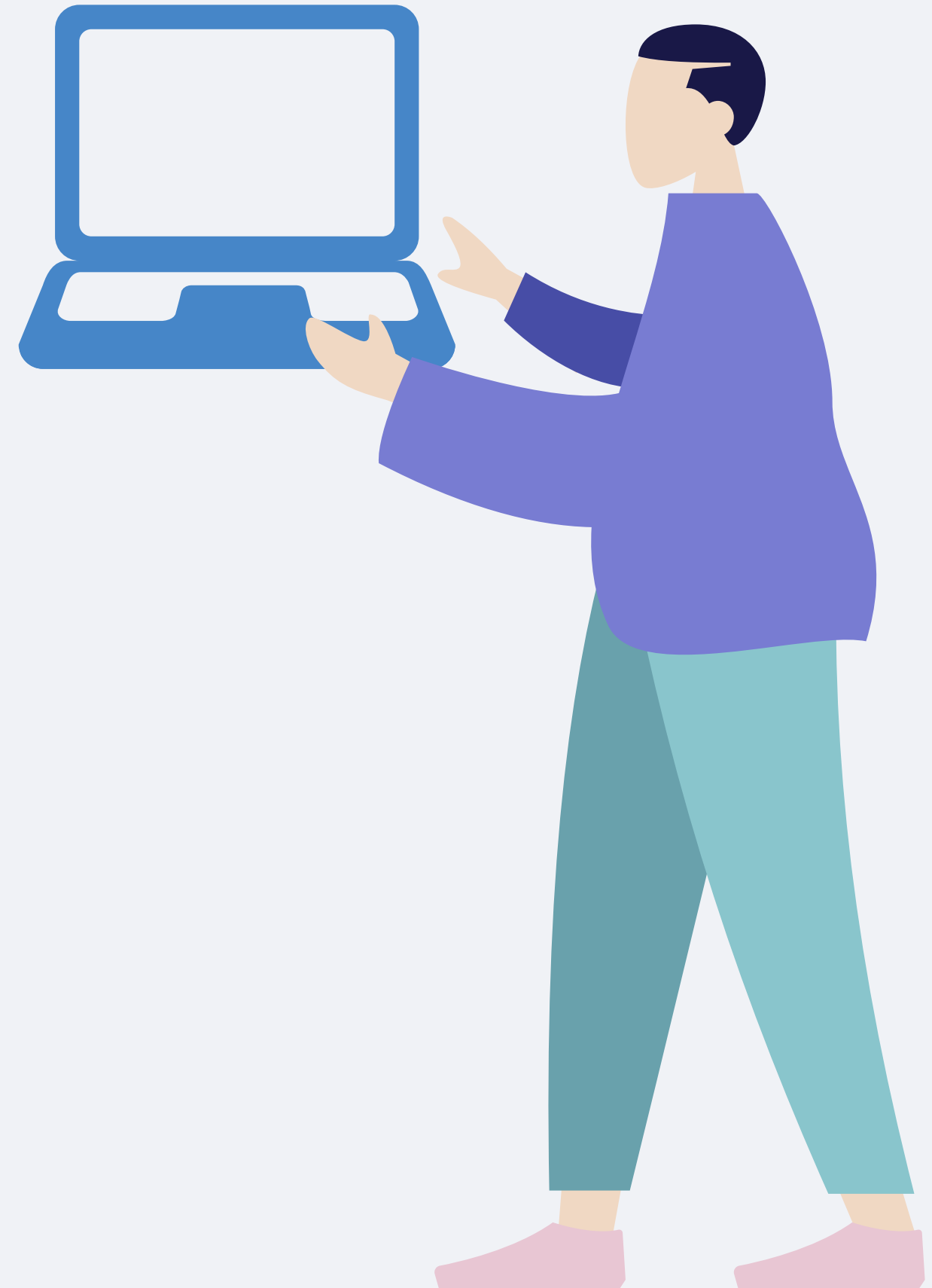
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