



Using Social Networking to Increase Sales

The insurance industry has undoubtedly evolved over the last decade. Producers of all lines are experiencing the results of a technological boom that has swept across the insurance industry. Clients' expectations have grown. Engaging these expectations and exceeding them will help set you apart from the competition.

If you are not willing to exceed client expectations, your competition will, and acquire a new client, as well.

Part of being able to meet client expectations is addressing client concerns and answering client questions. In today's Industry, the majority of these questions are being asked, and successfully answered, on various social media sites populating the Web. The bottom line is –

YOU MUST BE A PART OF THEM

This agent guide will provide you with the “know how” to establish your web presence that will take your business to the next level. The results of your effort will help you create new relationships with happy clients and countless referrals.

What is Social Media?

The collection of websites and tools that are commonly referred to as “Social Media” are the delivery systems through which consumers engage in the global dialog known as “social underwriting”.

Most insurance professionals view social media as a low maintenance marketing tool. The idea that people will stumble upon your online material by themselves is incorrect. Most consumers view their personal pages as private space. They frown upon having that space highly marketed.

Social Networking is all about creating an interest with a specific audience and designing your marketing plan around those tools that help make you successful. The key is to be accepted into that specific group. If you make a first impression, there is an opportunity to make a second.

Adding Value is the most important thing you can do. You can accomplish this by first listening, and secondly, adding that value that will set you apart from your competition. Simply pitching a product and expecting the client to understand won't work. If you treat clients like real people they will return the favor and look up to you as the professional you are.

What Media Sources are available?

If you are reading this article you are probably doing business with us. If not the information below is one great reason to start! Before we get into the social media platforms it is important to know that there is an agent website available to you free of charge. This site includes a quote engine that will capture leads for you. You can even sell Life, Critical illness and Accident products right from your website. Clients can sign themselves up 24/7. To get started simply follow these steps:

- 1) Go to www.insprofessional.com
- 2) Click the sign-up tab and complete the required sign up process.
- 3) You will receive an email letting you know you are active.
- 4) Customize your site to appeal to your client base.

Choosing only one media outlet is like choosing only one insurance product; you simply can't survive in today's industry without variety. On the contrary, using every media source available would require a staff of hundreds. Don't be scared to investigate each media source to find out which product will fit your needs. This entails asking around to see what real world consumers prefer. Most agents focus on the Top 3. Facebook, Twitter & LinkedIn.

Facebook-

Facebook is one of the most popular social media tools in the world. Facebook allows its users to connect with friends and share information to their network of friends who are also on facebook. Businesses can also create pages and have their customers become fans. Be sure to follow these guidelines when using facebook:

- Reserve your agency/business name before someone else does. If you use the name for your personal page, you cannot use it for a corporate page.
- Visit your competition's sites
- Consider some advertising on Facebook

Twitter

Twitter is a forum for members to post short messages. Other twitter users can then respond if they are followers of that twitter account.

- Make sure that you pick the name of your agency. Twitter will only allow a certain length for your name. You may have to do some editing to shorten your corporate name.
- Make sure that you search for your firm or name. There may already be some information about you on twitter. You find that information and then work from that.

Linkedin

This is very similar to Facebook. Linkedin is used more commonly by Business professionals.

- Make sure you secure your agency/business name.
- You can look for your clients or business partners and then link up with them to start your network of professionals
- Consumers can recommend you if they like doing business with you. You can start by recommending other professionals that you know, and they may recommend you as well.
- You can also join groups that are in a similar industry

Using Content on your Social Media Pages

Besides having an online presence, you can also populate your online space with helpful tools and information. A great way to make your site interactive is to use videos and benefit calculators to help clients establish a higher level of comfort. A great example is that of www.insprofessional.com. If you brand yourself correctly, your clients will feel comfortable knowing that there is a person at the other end of the website. You can post your videos on sites like YouTube and Vimeo. Once they are posted, you can then link that video to your site. You will be able to brand yourself by using these multimedia videos.

One of the most important things you can do is to brand yourself by using these social media platforms. Keep in mind that your personal brand should be consistent across all platforms. To do this, focus on these key pointers:

- 1) Your name should read the same on all social media sites. This will help avoid confusion about who clients are working with.
- 2) Stay committed. If you want to see results, you will have to stay focused on the level of professionalism you portray.
- 3) There are thousands of other professionals in your same position. Having something that is different from the next agent is key. Most sites are boring. If you work on the personality of your own brand you will see faster results.

Reading this article isn't going to make your phones ring, or email account fill up with client requests. What will produce results is putting a marketing plan into action that will help get your information in front of clients. Showing your existing client database that you are active in the social media world will help keep you in front of your clients. Incorporating these social media platforms with a CRM tool can take your practice to the next level. To take advantage of the Free CRM Tool visit www.insprofessional.com, or contact our office today!

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