

INSURANCE MARKETING IN THE DIGITAL AGE

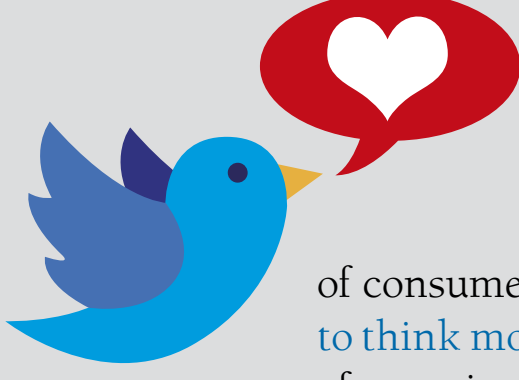
How to Use Social Media to Connect With Your Customers & Prospects

The internet isn't going anywhere, and as the digital world continues to surge, so does the need for **insurance agents** to connect and build trusting relationships with their customers—through

SOCIAL MEDIA

74%

of online adults use social networking sites.



57%

of consumers say they're influenced to think more highly of businesses after seeing positive comments or praise online.

70% of insurance agents responded that they use social media for advertising, in a recent insurance marketing survey.

96% of small business owners/marketers use social media marketing and



"Having an agency website is just not enough anymore. Adding Facebook "Like" buttons allow visitors to share your content with their friends, and make it very easy for people to share, subscribe, and bookmark content found on your webpages."

—Steve Anderson, Executive Editor, The Anderson Agency Report

92%

of those agree or strongly agree with the phrase, "Social media marketing is important for my business."

READY TO BOOST MARKETING WITH SOCIAL MEDIA?

FUN FACT

Insurance agents average:



200 Facebook Likes



440 Twitter Followers



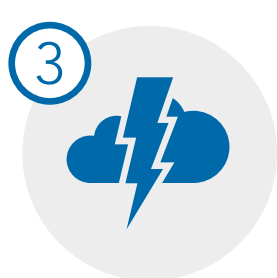
1 Listen to Your Customers

Social media allows you to listen proactively and communicate regularly with your customers.



2 Show Your Passion

Send your customers regular communications about the day in the life of an independent insurance agent, and what you are doing for them to give them the best service possible.



3 Guide Through Disasters

Navigate your customers through disasters such as ice storms or tornadoes by sharing your wealth of knowledge on how to prepare and recover from them.



4 Humanize Yourself

Show your customers that you are not just their insurance agent, but their friend. Keep up with their life milestones such as the birth of a new child or a new car.



5 Provide Real-Time Responses

Answer customer questions and concerns about your agency, or their insurance policy through comments, messages and Tweets.



6 Share Community Information and Encourage Interaction

Tell your story about what your agency is doing for the community, and push your customers to interact with each other.

Social media is a powerful marketing tool that will not only allow you to retain customers but to gain new ones as well.

Indium is dedicated to guiding agents through industry changes and providing them with tips on how to utilize technology to build stronger relationships with customers—**one Indie AgentSM at a time.**

Feel like you don't have time for social media?

PRO TIP: Set-up a social media dashboard such as Hootsuite or Sendible. These management systems sync all of your social media accounts in one place, and have many benefits such as tracking, scheduling and providing analytics.

At Indium, we are here to help our agency partners grow their agency beyond market access. Our agents get an edge with our trainings on sales, marketing, social media and more.

Already an agency partner? [Contact our Brand Ambassadors today](#) for additional insights or to register for training on how to grow your agency through social media.

Ready to become an agency partner? [Join Indium now!](#)



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