

Email Marketing for Insurance Agents

Learn more about email marketing tips, tricks and compliance by visiting www.agentpipeline.com or calling 800-962-4693.

If you're reading this, there's a good chance you arrived here because you received an email from Agent Pipeline's #MarketingMonday campaign. Email marketing is a powerful tool to encourage engagement from your target audience by using content to establish your brand, nurture your relationships and provide up-to-date news and knowledge.

Email marketing is one of the oldest marketing tactics used in the insurance industry and believe it or not, email marketing is not going away anytime soon! According to Gmail.com, they have over 1 billion active users worldwide. Although email marketing is still around, it's becoming harder to create successful and engaging campaigns—because everyone is doing it.

If you are creating email marketing campaigns in 2017 (and you should be), try these top 10 tips & goals to help drive more leads, retain more clients and reach more goals!

Experiment with sending emails on different days of the week.

Everyone mass markets on Tuesday, Wednesday and Thursday. What does that mean for you? Your messages are being mixed in with emails about discounts, clearance sales events and new services. You are not sticking out to your customers and you are probably being deleted in an attempt to “clean up” their inbox.

What can you do? If you want your emails to be opened and your customers to actually engage, send your emails on different days of the week. What about Saturday or Sunday? Maybe Monday or Friday?



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Check your day and time combination to see when you get the most opens and click-thru's to determine your most successful marketing campaign schedule. Some email marketing platforms will provide the analytics in your dashboard to eliminate your need to do any manual tracking.

When you work with platforms like MailChimp and Constant Contact, their professionals can assist with the development of a drip-marketing campaigns based on your analytics and ensure your marketing pieces are scheduled to be sent at the exact time and day of the week that will provide the best ROI.

Create a subject line.

Subject lines get your customers attention. It's the first thing they see in regards to your marketing efforts! Read your subject out loud before sending. Would you open that email if you received it? HubSpot.com actually recommends testing out emojis in your subject line in the digital age. No matter what you do, keep it short and sweet. Subject lines will get cut off if they're too long. With over 40% of email being opened on mobile devices, you may want to consider a subject line with 50 characters or less.

Another great idea for creating a thoughtful subject line is to consider what action-oriented verb to use. Subject lines are a lot like your "call-to-action", in terms of inspiring your customers to click. Subject lines including action words tend to be more attractive and your emails become increasingly more captivating.

Likewise, another great tip for your subject line is to make people feel special. The right phrasing can have a magical effect on your open rates! For example:

- "An exclusive offer for you"
- "You're a VIP"
- "My gift to you"
- "Special member invite only"

Furthermore, when you create a sense of urgency in your subject line, your chances of opens increase by 22%. For example, using “deadlines” or “limited time only” verbiage will encourage your customers to take immediate action and promptly open your email.

In the insurance business, it’s important to carry a reputation of convention, tradition and knowledge. However, don’t be afraid to get a little corny or add some quirk to your subject lines. Be cheesy. Show your funny side, just don’t over do it.

Another example of a frequently opened email subject line; a relevant question:

- “Do you know what your health plan covers?”
- “Do you need help with meeting your deductible?”
- “Do you hate getting referrals for a specialist?”

Your email body should show the unique “problem” identified in the subject line and how/why you are the solution. You may even consider linking over to content blog posts or additional materials on your website for more in-depth information.



Your newsletters are too long.

Time is precious and an email marketing newsletter needs to remain laconic. Update your customers, display your product offerings and tout your abilities in 300 words or less.

Your newsletter should not contain complete articles in the body of your email. The intent of a newsletter is to generate interest for your customers to read the whole article (you know—the one you wrote on your website’s blog, not in your email.)

Before firing out your email, ensure it’s something you would take time to read. Review to determine if it’s something that you have time to read. In terms of adding your self promotion piece of the newsletter, balance it!

Always use the method:

1. Identify the problem
2. Discuss the solution
3. Show how you play an significant role in providing/being the solution

Simply put, customers are online scanners. They look to find the important pieces of the email, or until a keyword of importance sticks out. When individuals see emails that are too long, their eyes glaze over.

Make it easy for your clients. Break it up. Use bullet points, bolded headlines, big beautiful images where appropriate, limited sales pitches, and snippets of the articles you have written on your blog.

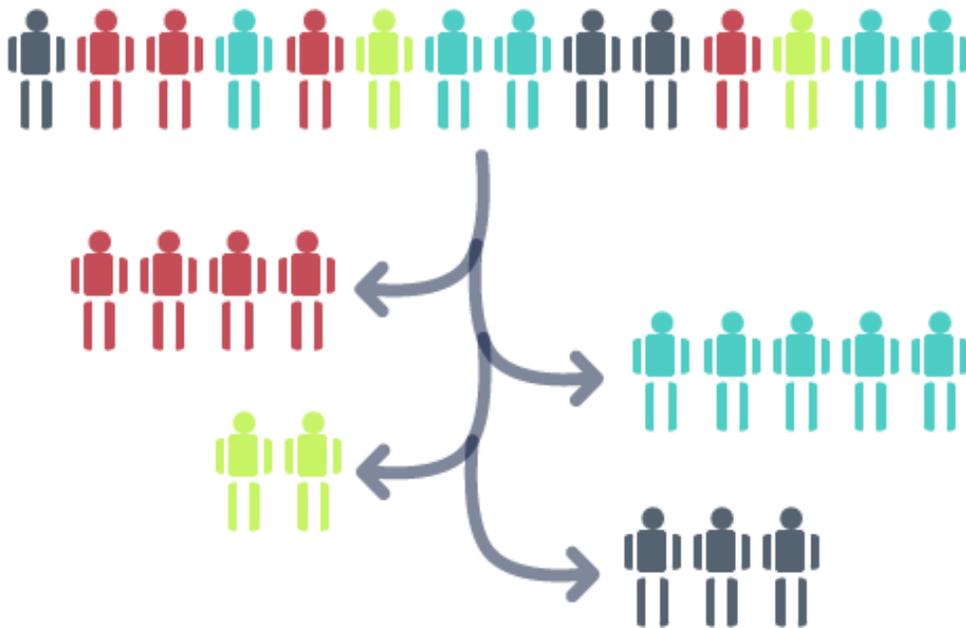
Start segmenting your lists.

You most likely have multiple audiences for multiple products. It's important to segment your list to ensure the message is getting sent to the correct audience. For example, if you are sending a letter geared towards Medicare Beneficiaries, you shouldn't have ACA qualified households on the email list.

Segmentation gives you an opportunity to narrow your target audience for a specific message. You can segment your email list by zip code, gender, family size, etc.

Most email marketing platforms allow for you to set fields (similar to an Excel spreadsheet) to help you direct your focus towards the audience fitting of receiving your message.

Segmentation will likely increase your opens, click-thru's and ROI. For further assistance with segmentation, you should reach out to your marketing platform to obtain guidance on beginning the process.



Additional Email Marketing Resources

Popular Email Marketing Platforms

- [MailChimp](#)
- [Emma](#)
- [Constant Contact](#)
- [Vertical Response](#)

Sources for Further Assistance

- [Kissmetrics](#)
- [Hubspot](#)
- [Litmus](#)

Email Marketing Compliance

- [CAN-SPAM Act](#) – Compliance Guide for Business
- [Essential Guide: EU Data Protection Regulation](#)

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