



**#MARKETINGMONDAY**

# **WHY YOU NEED A DIGITAL MARKETING STRATEGY**

**AGENTPIPELINE.COM**



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[80-90% of consumers research purchases online before buying, according to Forbes.](#) If you are in the process of launching a new marketing plan, or already have one, it is essential to have a strong online presence for your brand. Digital marketing is a must-have for promoting your products or services, and it is critical to optimize your online assets for your business's overall success. It is important to invest in search engine optimization, also known as SEO, to ensure your website shows up when prospects are looking for you or your agency on Google.

If you are new to the world of online marketing, you may find yourself asking the following questions:

- How do I create a website?
- Why isn't my website appearing in Google searches?
- Why is my competitor above me on Google?
- What is blogging and why does it matter?
- Why do I need social media accounts?
- How do I get more traffic on my website?

These are all great questions, and Agent Pipeline is here to provide marketing tools and tips about promoting your insurance business. To maximize the number of prospects generated from online searches, you will need to leverage the following tools:

- Website
- Blog
- Brand
- Email Platform
- Social Media Accounts



## Your Website

Having a website that is professional is one of the most valuable assets you will create for your insurance business. A website is where you can show who you are, what products you offer, where your business is located, and how your prospects can get in touch with you. If you have never made a website before and don't feel completely comfortable in doing so; don't worry! Agent Pipeline's Marketing Team has developed many helpful whitepapers to guide you through the process of purchasing a domain name and host, installing an easy editor, and ensuring your website is up and running in a short amount of time.

Companies known as content management systems, such as [WordPress](#), offer many free, pre-made templates. You simply follow the guide, complete the fields with your personal information, and customize the colors and logos to your brand.

Additionally, WordPress offers "add-ons" or also known as "plugins" for various functions. Some of these plugins include features that can help with optimizing your content for search engines, creating a space for customer reviews, live chat integrations, landing pages for lead generation, etc.

If you are still scratching your head and worried about the final product, you may consider hiring a freelancer or working with a marketing agency. These individuals and groups specialize in web design, optimization, and many other creative pieces. You can post your project and review freelancers to hire based on experience, price, or other information at [Upwork.com](#)



## Speaking of Optimization, What Is It, Exactly?

Optimization consists of the factors that play into your website which allows for it to appear on Google or other search engine results pages (SERP). Some of the top factors, according to Backlink reports, include having relevant keywords (and their placement on your website), the length of your content, having high-quality content, and how fast your page loads.

Mostly, Google tries to find the most relevant piece of content to present to each searcher. To rank higher in searches, you can leverage the power of search engine optimization (SEO). If you would like to learn more SEO, you can reach out to our Marketing Department. We have guides dedicated to learning the easiest ways of optimizing your website.

SEO is how you create traffic on your site. You can generate leads from search engines known as “organic leads,” by using the content you create about what your customers are searching for on Google. An excellent example of an affordable and accessible content development is blogging.

### Why You Need a Blog

The more high-quality content and keywords associated with your customer's searches found on your website, the more likely you are to appear in the search engine results. An excellent way to become a center of influence online is to blog.

To start a blog, you can use your current website (if you are working with WordPress) and just click, “New Post.” If you are not using WordPress as your website platform, you can always sign up for a free website tool and use one of [their templates](#). Even if you publish just once a week, you will still increase your visibility online and educate your prospects on product and industry knowledge, your business, and develop your credibility in the business.

If you are planning to write the posts yourself, consider all of the topics that are relevant to your target audience. Center your topics and blog posts around keywords associated with those specific issues that are pertinent and relevant to your prospects.

It is also important to create a call-to-action for your viewers to subscribe to your blog and receive emails and updates. An excellent way to start collecting leads is asking prospects to subscribe to your blog.

## Branding is Important

Having a consistent branding identity is imperative to your business. Branding makes you look more professional and helps attract new customers. According to a study conducted by Facebook, 77% of people are loyal to “brands.”

A great quote to remember when branding is one by Amazon founder, Jeff Bezos; [“Branding is what other people say about you when you are not in the room.”](#) In other words, your brand consists of feelings and emotions individuals have when hearing your name.

Consider your color scheme and logo development. If you are not comfortable creating your logo, you can hire a freelancer or a marketing agency to assist. There are free and less expensive options for designing your logo online, although you will have a higher quality result when opting to connect with a professional designer.

## Email is Not Dead

Email marketing continues to be a critical part of your marketing toolkit. Did you know 72% of adults prefer email communication? [Email marketing](#) is an easy way to communicate with both new and existing customers. If you need assistance and consultations for choosing an email marketing platform right for you, our Marketing Department has researched principles based on functionality, automation, templates, price points and much more. We are happy to help you with selecting an email marketing platform that meets your needs and your budget!



## Social Media Accounts

Because most insurance agencies focus on a local area or target market, [the most important accounts for you are Facebook, Yelp and Google's business feature.](#) It is important to claim your business on Yelp and Google and create a Facebook business page for people to find your locations and hours of operation.

For any insurance agent or agency, having [social media accounts can be one of your best marketing tactics.](#) Not only are you visible to your prospects and clients, but this is a prime opportunity to engage and build on your relationships by customer engagement.

Remember to like your prospects/customers posts, comment, share and interact with those in your network. It is important to share articles from your blog, pages from your website, memes, funny stories and keep your page light. Don't overdo the sales pitches via social media. You are building connections, and those connections do not want their news feed flooded with sales pitches. Consider posting explainer videos if you are interested in posting insurance specific content, funny cartoons, pictures of animals, etc.

For further guidance on how to use social media, give us a call. We are more than happy to provide advice on this marketing tactic.

## Conclusion

In short, digital marketing is a requirement for any insurance agent or agency. Building your online presence is necessary for today's marketing plans and strategy.

Taking these necessary steps will increase your marketing efforts and maximize your time by helping generate more organic leads and make leaps with your branding initiatives. Blogging will take time, and the optimization process will not be immediate, however, dedication to these digital marketing strategies will pay off!



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