

# **SOCIAL MEDIA MARKETING**

## **For Insurance Agents**

**A SELF-STUDY ACADEMY COURSE  
& WORKBOOK FOR SUCCESS**

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# Introduction to Social Media Marketing for Insurance Agents

Today's digital marketing revolution has changed how your customers gather and consume information. Consumers prefer to discover relevant information on their own and through trusted friends and resources. Most importantly, they prefer to do so at a time and place that is most convenient to them.

This shift in the buying culture and behavior demands a change in how insurance agency's approach social media. Social media is much more than posting and sharing other people's content. It is actually a strategic marketing tool to help you build human connections with your customers.

When used strategically, social media is the ultimate way to practice inbound marketing. Because your ability to have both public and one-on-one conversations, social media has the potential to share public conversations and perceptions, build awareness of your insurance agency, attract new customers, and retain your current customers.

## **What Will You Learn In This E-Book?**

This resource is designed specifically for insurance agents looking to expand their knowledge of social media marketing. You will find the readings and activities will help to solidify your understand of social media.

# Developing a Social Media Strategy

Why does your insurance agency need a social media strategy?

You've no doubt heard the phrase, "fail to plan; plan to fail." Strategic planning is essential for successful social media marketing. The first step to understand the development of your social media marketing is to identify your target market and get a thorough understanding of their buyer persona.

Your buyer persona should provide you details and help you to define your audience in its entirety. You can complete the details below to begin your buyer persona framework.

Location:

Excludes locations:

Age:

Gender:

Interests:

Education Level:

Job Title:

Relationship Status:

Language:

Income Level:

Household Size:

Political Views:

Religious Background:

You can learn more in-depth knowledge about buyer personas by clicking [here](#). If you're having a hard time developing your buyer persona, give us a call and we can help you answer 20 questions to put you on the right path.

Understanding your overall business goals and objections and having your social media goals and key performance indicators (KPIs) aligned to your overall business goals is the next step to ensure your social media strategy's success. Too many insurance agents jump into the content creation game without any understanding of their customers, their business goals, and social media KPIs.

In the box below, summarize your primary buyer persona's background (e.g., job title, belief systems, family size, etc.)

In the box below, summarize your primary buyer persona's demographics (e.g., gender, age, income, location, etc.)

In the box below, summarize your primary buyer persona's identifiers (e.g., communication preferences)

In the box below, summarize your primary buyer persona's goals.

In the box below, summarize your primary buyer persona's challenges.

With your buyer persona in place, you've achieved a deeper level of understanding your customers. Now, it's time to map out the KPIs so you can measure the effectiveness of your social media strategy and activities. There are four categories of social media key performance indicators: reach, engagement, return on investment (ROI), and retention & loyalty.

In the box below, identify the KPIs you will focus on in your social media strategy. As you develop your KPIs, keep in mind your overall business goals and objectives, and think about how your social media efforts can move you closer to accomplishing those goals.

# Listening & Monitoring

Social media is a two-way communication channel. It's not merely about promoting and sharing your own content, products or services, but also about listening and monitoring what other people are saying about you. Research has shown that becoming a smart social media listener can help improve your business performance.

Social listening gives you an opportunity to put yourself in the shoes of your prospects and customers. Social listening is also very different than social monitoring. Social listening is how you track, analyze, and respond to conversations across the internet.

Here is a short activity to try, to familiarize yourself with the process of social listening.

Select two brands (Brand A & Brand B) – it doesn't have to be in insurance industry, it can be an industry of interest, or products and services you're currently using. The next step is to locate social media profiles where each brand has a presence and begin to engage with them on each of those channels. Maybe you tweet to them, mention them on Instagram, or message/post to them on Facebook. Depending on how well the brand listens and responds to you, document your feelings toward each of the two brands on a scale from 1 to 10 (1 = your least favorite and 10 = your most favorite.) Take note of the brands' responses and interactions, and reflect how your feelings or sentiment changes over time based on the brands' behaviors.

Brand A

## Brand B

To understand the difference in social listening vs. social monitoring, you will take a more proactive approach. You'll now begin looking actively for any mentions and/or conversations that pertain to your brand, your products & services, your employees, your competitors, and your customers. In other words, when you're social monitoring, you're measuring the context within your insurance agency's operations.

You can easily begin social monitoring your insurance agency on a daily basis by setting up Google Alerts to receive email notifications when an article is published about a topic that your customers (specifically, the buyer persona you created) cares about, or one that is related to the insurance industry. If you're unsure about how to set up Google Alerts, [you can always contact our Marketing Department](#) for support.

For Twitter, you'll want to monitor phrases, brands, hashtags, and people that are relevant to your insurance agency and your buyer persona(s). You can do this by using TweetDeck. If you don't know how to use TweetDeck, [click here](#).

You can save a Facebook search in your browser on a topic related to your insurance agency, or the industry. And you can use [KeyHole](#) to monitor a hashtag of interest on Instagram. You can also manually conduct the hashtag search and save to "follow" the hashtag. All of the posts associated with the hashtag will show up in your feed.

If you run multiple channels of social media and would like to minimize your effort in social monitoring, you can also use tools like HootSuite (there are free versions!) to help schedule, post, manage, and review analytics on your connected social media accounts.

Just as a test, begin monitoring these things over a course of 5 days. What have you learned and noticed?

By conducting listening and monitoring activities, you should have a good understanding about how important these benefits are to the health & growth of your insurance agency. To refresh your memory on the benefits of social listening here are a few:

- Help measure the performance of your insurance agency's social media, web, conversations and offline strategy
- Help manage your insurance agency's reputation
- Identify your biggest fans and influencers
- Discover new product ideas or ways to enhance features on your current products & services
- Watch your competition
- Lead to new business opportunities
- Find new leads & prospects (more commonly, referrals!)
- Develop benchmarks for future marketing/business development

Don't forget, social monitoring is also very important. The benefits of social monitoring includes:

- Putting you and your target buyer persona(s) in the audience together
- Gain local market intelligence and insight
- Track links to your website on social media, engagement on your campaigns, and the feeling and performance of your campaigns
- Boost recruiting efforts for agency expansion (e.g., new agents looking for partnerships) and prospects

If you need more in-depth conversation or guidance on social listening and social monitoring, you can always contact Agent Pipeline for additional support.

# Building a Content Strategy

Content is a general term that has been thrown around for years in the marketing world. What is it and why does it matter?

For starters, the heart of social media is content. Without quality content, social media has little appeal, and it's imperative you understand and deliver the content to your customers to achieve the reach and engagement you're looking to achieve.

There are three main reasons people use social media: to be informed, entertained, and connected.

To decide which type of content you want to develop, you need to have a solid understanding of your audience and what resonates most. By doing this, your audience will more likely to interact (e.g., comment, re-share, etc.) To determine this, a great practice is to conduct a content audit. Review your top-performing posts for each social media channel. List the formats (e.g., video, images, quotes, guide downloads, surveys, etc.) Specify the subject and if your content helped with information, entertainment, or connection. You may find each channel requires different content types.

Top performing posts and content type on Facebook:

Top performing posts and content type on Twitter:

Top performing posts and content type on Instagram:

Top performing posts and content type on LinkedIn:

Top performing posts and content type on other channels:

Now that you understand what your most effective content and social media channels are, you can begin to determine the type of content you want to produce to reach a higher level of engagement. Write down your content ideas that help inform, entertain, and connect your audience. You do not need an equal amount of the three types of content – the type of content you need to produce needs to be driven by your goals and business strategy.

Be aware of the resources you have. If you have limited resources, it's better that you prioritize your content creation efforts on the social media channels where your audience is most active. Remember, it's about the quality of content you produce, rather than the quantity.

After you've uncovered your most successful posts and social media channel, you've identified subjects/content types you wish to share on those channels that inform, entertain and connect with your prospects, get to work with posting.

Which day, at what time, and which channel will you use to reach the right audience and enhance your likelihood of engagement?

Another thing to consider is how can you leverage this engagement to develop a more human connection? How can you begin to build meaningful one-on-one relationships?

## Building One-on-One Relationships

There are several tactics you can use to build meaningful one-on-one relationships. You can also take your already existing relationships with customers to the next level by:

- Responding to customer comments – in real time
- Use humor & emojis in your posts (Tip: Don't always be serious or promotional)
- Offer additional value
- Ask for reviews and comments
- Conduct polls
- Tag guests and take photos with customers
- Reference others' content (e.g., carrier updates or industry news)
- Create special Facebook groups for your customer base
- Ask questions and respond to answers (Tip: Try a Facebook Live Q&A Session)
- Share videos

Relationship marketing doesn't seem like a thing. After all, you're in sales and that's relationship building in itself. Why do you need a strategy to build relationships on social media?

Social media is a great way to develop your buyer persona(s) on a deeper level. You can spend time studying the interests and backgrounds of your customers. This opens up an even bigger opportunity for you to take that information to the previous activities with content development, but also helps guide you in your

efforts to boost or promote your posted to a target demographic audience. You can also engage in their content/posts, contribute to their discussions, and notice over a period of time you're getting their attention.

# Measuring Your Return on Investment

One of the biggest challenges facing insurance agents and the development of their marketing plan is understanding the importance of social media. Is it worth the time you invest? Does it even work? How do you measure the energy and time you've put into listening, monitoring, responding, reviewing, interacting, and posting?

Examine one of your most recent campaigns and calculate the ROI. [HubSpot offers a free ROI calculator](#) to help out, if you would rather digitalize the calculation process.

## Steps for Measurement

My business invested \$\_\_\_\_\_ dollars in social media campaigns to accomplish \_\_\_\_\_ on these social media channels including

\_\_\_\_\_.

Upon completion of this campaign, my insurance agency made

\$\_\_\_\_\_ in profit.

The ROI of this specific social media campaign is \_\_\_\_\_.

Keep in mind that although revenue is what matters at the end, there can be delays in seeing downstream financial ROI when it comes to social media. Because of this, there are other indicators of success that can lead to increased revenues.

Some examples of those are:

- Sign-ups for email and events
- Purchases
- Visit-to-lead sentiment analysis
- Competitor benchmarking
- Website traffic
- Reach and engagement
- Audience size
- Campaign results

## Continued Success

You will also want to consider developing a social media policy for your company to ensure you maximize your efforts. A good social media policy will contain universal elements:

- Who is your insurance agency's spokesperson?
- How will you address customer complaints?
- How will you handle PR issues?
- How will you address copyright infringement?
- Do your employees understand the social media do's & don'ts?
- Do you have clear direction on how to respond in conflict situations?
- Have you outlined what information employees can or can't share?
- Have you outlined steps employees should take to protect their privacy?
- Have you set forth compliance expectations and rules for employees if they have questions?

If you need more information on developing a social media governance policy, feel free to reach out to Agent Pipeline for assistance. We can help you continue your success and management of social media.

Another very important piece of success in social media is to have a crisis management plan in place. No business can avoid crisis, especially in the digital age! The immediate reach of social media platforms can make crises go viral – and quickly.

When you're developing a crisis there are several components to consider:

- Brainstorm all of the potential issues that could arise.
- Assign a risk level based on how much it affect your agency's bottom line.
- Determine who must be notified at what risk level.
- Create a list of internal contacts for which whom will get involved based on the risk/issue.

Draft your crisis plan below.

Congratulations! You should feel very proud of yourself for taking time to learn more about managing your social media accounts. We hope this e-book and the content you've found inside deepened your understanding and prepared you for the next step: applying the strategies and tactics to bring results to your insurance agency!

Here are some additional tools and resources for social media:

- [Buffer](#)
- [Sprout Social](#)
- [MeetEdgar](#)
- [Hootsuite](#)
- [IFTTT](#)
- [SocialOomph](#)
- [BuzzSumo](#)
- [Feedly](#)
- [Oktopost](#)
- [Tagboard](#)
- [Followerwonk](#)
- [Everypost](#)
- [Bitly](#)



We also want to remind you that if you should ever need assistance with content strategy development, social media management, or any other questions, don't hesitate to contact us!

Agent Pipeline is here to help guide you and empower you to achieve a higher-level of success. You can contact us at 800-962-4693, or visit our Marketing Department online to request a one-on-one agency consultation. We thank you for your partnership!