

Using Facebook Groups

For Insurance Agents & Agencies



Did you know that you can use Facebook groups to grow your insurance agency? Agent Pipeline is here to tell you how. A Facebook group is similar to an online forum. Both individuals and businesses can create these subgroups within Facebook's platform. So, if you have an account for your agency - you can create a group. Groups can be open to anyone, or they can be closed but discoverable. The latter option means that you must approve any members joining. A third option is a secret group – only accessible with a link. These can be a powerful tool for your insurance agency. You can use them for many things, including:



Customer Benefit

As an agent, you can post detailed explanations about coverage, local news or use it as a Q&A forum.

Gathering Members/Attendees

Use groups to build attendance and interest in an upcoming event that you plan on attending, hosting, or sponsoring. This usually works best with local events.

Promoting Others

Work with business partners and help promote their businesses as well. Keep in mind – you aren't there to sell yourself. A group is there to engage with members as if you were having a conversation in the same room.

Promoting New Lines of Business

You can use the group to post announcements about new business lines or products – or use it to post agency news.

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Naming Your Group

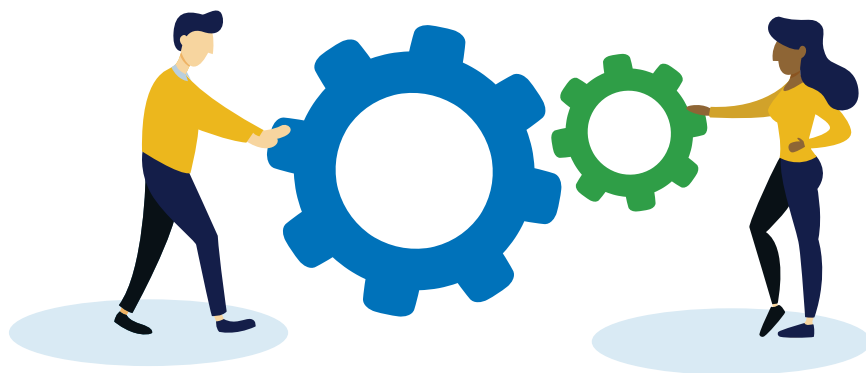
Think about this for a minute – don't let people confuse the group with your agency's business page. Keep your agency name out. Do you want to have different groups for different products? That is an option. You could create groups based on location – if you serve multiple locations. The most important thing to do before naming your group is to think about what you want the group's focus to be and who you plan on targeting. Then name your group.

Selecting the Type of Group

Do you want public, closed, or secret? Again, consider what you want to get from the group. Public groups allow anyone to join, and anyone can see the posts. Closed groups allow anyone to request, but that does not mean they have to be approved. Only members of closed groups can see posts. Secret groups only allow members to see posts and cannot be found via search. These are often used for high-level coaching or planning. These are for having specific members. Sometimes groups like this are monetized – but you have to offer a high-level service to members to begin doing this.

Appearance and Settings

Just like your business page, include a banner or header image in the group. It should be 828 x 315 pixels. Keep the imagery accurate to your insurance agency's brand. As you customize your group, you will have to choose a group type. This lets Facebook know how to categorize the group in search results. Make sure you complete the group description, tags, locations, URL, and email address settings as well.



Inviting People to Join the Group

Consider sending an email blast to your book of business inviting people to the group. Make sure you include why it would be beneficial for them to become members and share a link to this group on your social media platforms.

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Post Content

What will you post? When you create a post in the group, members will get a notification. This does not happen with your business page. Even before making the group, think about what content you want to create and share. You do not always have to share original content, and you can curate content from reliable and relevant sources that are useful to your members.

Encourage Engagement

If you want to have a successful Facebook group, you need members to be engaged. Post things that encourage and spark interaction and conversation. Also, ensure you are joining in on the conversation as well. Live Q&A sessions are a popular form of content for Facebook groups. Once your group grows, you can do a live session weekly to provide support and find out what they want to see from you. Polls are another way to receive feedback and engagement in a Facebook group.

***For more information on social media marketing,
contact Agent Pipeline today at 800.962.4693***

