



Social Media Trends in Insurance

Seven Keys to Help Agents and Brokers Engage Clients on Social Media

There's no question social media can deliver B2B results. Consider this: According to a survey by IDG Media, 84 percent of C-level and VP-level buyers say they are influenced by social media during the purchase process. And data from Hubspot reveals that 66 percent of marketers have seen new business leads by only devoting six hours a week to social media marketing.

But getting to those results takes some commitment.

Simply being on social media just doesn't cut it anymore. For agents and brokers to transform their presence into a lead generation tool, they need to be in tune with what engages current and prospective followers. If you're looking to increase your visibility, try these seven keys to unlock the full power of social media.

1 SHAPE A SMART PRESENCE.

The first thing people notice on social media is your profile. Agents and brokers will be judged by their profile's look, the information it includes, its tone and more. While each social media platform has a different profile layout, the key for all is the same – be sure to fully complete each part. Don't skip on the photos, fill out every section – from your bio to your education and interests, and take advantage of special features, like LinkedIn's option to create a unique URL, to make your profile pop.

2 CREATE A STRATEGY THAT'S IN TUNE WITH YOUR AUDIENCE.

Agents and brokers don't necessarily have to be everywhere to make an impact on social. Do your due diligence to determine which platforms will best reach your key audiences.

While some platforms show who's following your business account, others only offer general demographic insights. You can supplement that intelligence by conducting a quick client social media survey, asking directly about preferences, paying attention to email signatures, or manually searching social for a sampling of your clients. When you're looking for prospects, make use of social search functions. On LinkedIn, for example, a search of "insurance agent", based in the Chicago area returns more than 33,000 profiles. You can also draw conclusions by looking at how your local professional association's social media accounts perform.

Once you know where you want to be, think carefully the messages you want to deliver and how often you want to deliver them. Does your network want lighter content, like feel-good stories, or hard-hitting news on industry challenges? Do they engage more with videos and photos, content you've developed such as a blog or third party news sources? And do they want to hear from you every day? Will three days a week do the trick? The answer is likely a mix and will vary by platform, but it's a worthwhile exercise to answer these questions so you're delivering what your followers want.

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3 CREATE CONTENT THAT RESONATES.

On social media, good content is king. Think about what catches your eye and makes you stop scrolling as you develop posts for your own accounts. Keep it simple and useful, skip the formal/corporate speak, don't be overly promotional, and insert your personality as appropriate. And remember, visuals – like photos or videos – along with your text are an absolute must. They can make a major impact on post impressions and engagement so more people are seeing you and your content.

4 ENGAGE THOUGHTFULLY.

People see when you like, react or comment on someone else's posts, so agents and brokers need to take a thoughtful approach to engagement. Chime in when you truly feel compelled to join the discussion and are confident what you have to say is meaningful, applicable and timely.

Also, remember that reciprocity is alive and well in the world of social media. So as appropriate, agents and brokers should return the favor when someone engages with a post. That small action has the potential to forge an ongoing relationship.

5 LEVERAGE PAID OPTIONS TO MAXIMIZE AND TARGET YOUR REACH.

These days, social media platforms make it all but mandatory to pay at least a little bit to optimize results. On the upside, it doesn't take a massive budget for agents and brokers to see benefits from paid options like boosting or sponsoring posts.

As with your overall social approach, setting a strategy is the best place to start. Think about how much money you want to spend each month, who you want to reach, what you want to share, and what success looks like. Then continue to reevaluate that strategy as you execute, taking into account key learnings from successful campaigns as well as less than stellar experiences.

6 MONITOR AND ANALYZE POST PERFORMANCE.

Benchmarking content performance should be a critical part of any agent or broker's social media strategy. For the most part, social media platforms make basic performance easy to measure – you'll get a read on impressions and engagement and, depending on the platform, some insights into the audience. These data points can tell you a lot about what your followers want to see from you, so use them to shape your future posting strategy.

7 KEEP UP WITH THE CHANGES.

Every social media platform is constantly updating its algorithms – which determine how content is prioritized in your feed – as well as user interfaces. Agents and brokers can keep up with changes by following trustworthy sources, which may include social media industry gurus or bloggers, podcasts or even traditional media that cover the big changes. Also, don't be afraid to ask the social savvy people in your network what's new or working for them. They can help you stay relevant and on top of changes.



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