



**5 tips to improve your
insurance agency's marketing
right now, without spending a
dime on advertising**



Table of Contents

1. Write a monthly newsletter.....	3
2. Get more Google Reviews	4
3. Change your referral process.....	5
4. Create a Centers of Influence List on Facebook	6
5. Help mortgage brokers and realtors with their businesses	7
The WE GIFT Program	8



1. Write a monthly newsletter

Think about how on any given website you only have a few seconds to capture the attention of a visitor before they are gone forever. Developing a strategy to attract new customers and retaining existing clients is crucial to successful marketing. Maintaining a company blog is a great way to get your personal message out to many viewers. But a blog is a massive effort, meaning a user must navigate to it in order to get the message. Transforming a passive blog into a pro-active newsletter program is a logical step.

If you don't have a newsletter, here are ten reasons you should:

- **To increase awareness.** Your newsletter should give enough information to create awareness about what you are offering your customers. People should get a good idea of how it would be to deal with you, or to buy your products so that when they leave, they will feel compelled to find out more.
- **Position your brand.** You should create the best first impression of your products or services in your newsletter. Customers tend to use your marketing and communication tools to form an impression of your business. Newsletters are an extremely strong marketing tool to differentiate businesses from one another.
- **To get more business from current clients.** A newsletter is an effective way to let clients know about your other services and show them how they can benefit from those services, without being too "pushy".
- **To get repeat business from former clients.** People who used your services or bought your products once will purchase again—when they're ready. A newsletter is a great way to stay in touch with them until they are.
- **To generate word-of-mouth referrals.** Newsletters have pass-along value. A good newsletter will be shared with an average of three other people, even more online.
- **To build your contact list.** You can offer visitors to your website a subscription to your newsletter in return for providing their email (and other contact information). When speaking or networking, you can offer to send your newsletter to people who provide you with their business card.
- **To serve as a networking tool.** Your newsletter is a tool to reach out to other professionals. You can interview them for an article, conduct a survey, ask them to write an article, or ask permission to put them on your mailing list.
- **To add value to your services.** A newsletter can provide an added benefit for clients. Give clients "subscriptions" or added value to current services or discounts on products. Put a price tag on the newsletter but send it free to current clients.



2. Get more Google Reviews

Text a short link that goes directly to your Google My Business review page to customers that you've had contact within the past 2 months.

(we can create the links for them as a follow-up)

Advantages of Google Reviews

What are the advantages of Google reviews? There are many advantages of reviews, but Google reviews allow any good business to prove their worth. They serve as a form of transparency and social proof and often trump beautiful marketing. Any searcher can type in a search query and stumble upon businesses with reviews from actual customers and make an informed decision on whether or not they should engage with that business. The many benefits of getting Google reviews to include Google ranking for local SEO, it levels the playing field, and can even help mom and pop operations without a marketing budget boost their credibility with customers.

Google Business Reviews Increase Brand Trust

Transparency is becoming more and more relevant for consumers. That relevancy (and importance) placed on transparency can largely be accredited to the accessibility to vast amounts of information on any given business. In today's day and age, it's not uncommon for a consumer to research a business before engaging in a purchase of products or services. In fact, nearly 88% have read reviews to determine the quality of a local business. A large part of this research is generally done through Google reviews.

Google Business Reviews Increase Online Exposure & Local SEO

Google's search algorithms are complex (that's an understatement). But, there is one thing for sure: Google reviews have an impact on Google local search. 9% of Google's entire search algorithm is driven by review signals like the ones you'll find in a business' Google reviews. These review signals are generally focused around review quantity, velocity, and diversity.



3. Change your referral process

Become Ambassadors for a mission within your community. Donate \$10-\$20 for each recommendation your team gathers.

Instead of asking a client for any referrals, ask your clients if they want to participate in a community cause that your agency takes part of and if they know anyone who might be interested in this cause.



4. Create a Centers of Influence List on Facebook

Center of Influence marketing refers to marketing around key people that you use to grow your business. As an Insurance company/agent, your Centers of Influence may include Mortgage professionals, Real-Estate agents and more.

These are professionals that refer their clients to you and that you are happy to refer your clients to, as well.

When marketing to and meeting with your Centers of Influence, try to focus on them and how their business is growing. By creating a harmonious, mutually beneficial relationship, the business between you and other professionals will continue to grow.

Take the time to schedule out a casual lunch, or host a “meet and greet” with your Centers of Influence and clients so they can see who they could potentially be working with. These little touches will set your Centers of Influence marketing a notch above.

Once you have gathered a Centers of Influence list you will have to connect to them on Facebook, this will improve your visibility on social media and grow your network.



5. Help mortgage brokers and realtors with their businesses

You might be asking yourself why would you help other companies with their business?

Buying leads could be expensive. Be a boss and create leads organically which pay you a commission vs. paying for the lead.

In order to get business FROM an LO you have to think LIKE an LO

We both know WE want more homeowner's policies. Next, to life, these policies generally pay the highest commissions. Every deal that comes from an LO will have a house involved. It's like solving two dilemmas at once.

Let's put ourselves in the shoes of our prospects. If you were an LO, who would you most want as YOUR perfect referral partner? The answer would be Realtors, Builders, Investors, or something along those lines. Anyone who sells real estate is the perfect client for a mortgage broker.

You're going to need to find perfect clients for the LO you are prospecting if you intend on having him become your perfect referral partner. That being said, it's not as hard as you think.

Prospect Real Estate Agents for the LO

Here's your chance to be the Trojan Horse the LO needs. You see, realtors are what LO's want to work with, but realtors know LO's only want them for their business. It's like trying to pick up a hot chick at the bar when you're the drunk guy. She sees you coming and immediately puts her guard up. That's what agents do too.

However, realtors don't have anything to do with insurance, so you could ask them all day for business and they'd simply tell you "that's not part of my job." They don't feel the need to put their guard up with an insurance person.



That's when you take the time to sell the LO you want business from, to the realtor.

Social proof is one of the strongest forces of influence known to human beings. When you want a recommendation, you trust another human for that recommendation. If the person making the recommendation is a seemingly disinterested third party, and they seem passionate about something or someone, the person listening's interest is usually piqued.

Leveraging the power of social proof, under the guise of a "trojan horse" messenger, you've got the ability to bring business back to the LO. Once you give leads and clients to the LO, he/she will for sure feel the pressure of another important law of influence.

The WE GIFT Program

Agency Marketing Machine has created a program that will manage your Realtor relationships for you and we will send out a customized client (New home owner) gift upon closing. You as the insurance agents can choose between a variety of personalized gift.

Why is this important?

Referrals are a top source for new business. Whenever the homeowner's use their gifts, they'll think of you and also tell friends and neighbors where it came from.

Stand out from the crowd

We provide comprehensive and completely 'done for you' marketing programs that are implemented systematically and consistently. We use a wide variety of tools to further build Agency relationships with their current clients, to gain new clients and to become a highly trusted and admired partner in the Agency's community.

Contact us at 786.322.4999