

101

MARKETING IDEAS

FOR INSURANCE AGENTS



Prepared by ParasolLeads

101 Marketing Ideas for Insurance Agents

Are you looking for new and effective ways to market your business to ensure you bring in as many top quality insurance leads as possible? Do you ever get stumped when it comes to generating marketing ideas?



ParasolLeads, a division of Parasol Financial & Insurance Solutions, is one of the insurance industry's highest quality lead generation services, and part of our mission is to bring you resources and educational tools to help you boost your business. Within the contents of this White Paper, *101 Marketing Ideas for Insurance Agents*, you'll find loads of information and tips to help you create a marketing strategy to target, generate and convert the quality leads you're striving for.

You'll learn:

- Why marketing is important.
- Several online methods to effectively market your business
- Several effective offline tools to help you generate leads
- Some of the soft skills required to generate, connect with, and convert leads quickly
- And more!

Marketing 101

In today's world, when it comes to marketing your business, the playing field has been leveled a bit thanks to the World Wide Web. For a nominal amount of money, it's possible to create a big impact when a marketing strategy is effectively implemented for small and local businesses. This is a change from before when marketing and advertising a business would cost thousands upon thousands of dollars for big ad campaigns, which meant that the larger corporations stole much of the business because they had the economies of scale to do so. But again, thanks to the Internet, this is no longer the case. There are literally hundreds of ways you can market your business to generate quality insurance leads without breaking the bank.

But the key to marketing to generate leads is—you must MARKET your business! You can't sit and wait and hope the leads come pouring in. Instead, you have to take initiative, set some goals, choose your marketing strategies, and implement. It's the only way your target market will know you exist.

When it comes to insurance agents effectively marketing their businesses, as mentioned above, the Internet has given us a means to do so with low cost and the potential for high returns. At the same time, there are still several offline ways to market your business with great impact, and all should be considered. Not to mention, marketing is more than just identifying and using tools, but it includes soft skills and tools, as well, which are all touched on within the contents of this White Paper. Read on for *101 Marketing Ideas for Insurance Agents* to generate the quality leads you're looking for!

101 Marketing Ideas Defined

1. **Create an Optimized Business Website.** Every business in today's world should have a website that's optimized to attract new leads. Your website is your 'home' base and is generally where you want to drive traffic to. Be sure you have a clear message, visible call-to-actions, and relevant, keyword focused content.
2. **Create a Keyword Strategy.** [Keywords](#) are what help search engines find you. When someone enters a word or words in an online search engine, such as Google or Yahoo, the word or words they enter is also known as a keyword. You want to try to understand what online users are entering to find your services, and then naturally use those keywords throughout your online content.
3. **Create Powerful Content.** Content is key for online marketing. Without the right content, it's challenging to generate leads. You want your insurance leads to find you, but you also want them to stay and return for more, as well as refer others to your online sites. Provide newsworthy content, in addition to content that provides helpful and useful tips for your target market. Also, please be sure to proofread all of your content or you'll lose readers due to lack of professionalism.
4. **Post on High Ranking (PR) Industry and Other Relevant Sites.** Is there a webpage you go to because you find the content helpful and newsworthy? Consider identifying some high ranking PR (Page Rank) sites to get your name out there. These sites have a high traffic and reader volume. [Harvard Business Review](#), [Technorati](#) and [Search Engine People](#) are a couple examples of such sites.
5. **Hire a Ghostwriter.** Again, content is huge when it comes to marketing your business, so consider hiring a copywriter, or ghostwriter, to help you. You can find good writers at reasonable rates on sites such as [Elance.com](#) and [Guru.com](#).
6. **Repurpose Content.** Though content is extremely important, many have a challenging time coming up with new or fresh content. A solution is to repurpose your current content. In other words, you can create blogs and articles from presentations, or create presentations from blogs, articles and videos. And you can use hard copy, or off-line, content to create online content, and vice versa. The options are endless.



7. **Create an Active Blog.** Research shows that a business blog is one of the top ways to generate new leads for businesses. It's important to create newsworthy, relevant and consistent content your target audience will want to read, and refers others to read, as well.
8. **Ask for Guest Bloggers.** Guest bloggers are a great way to expand your readership because you can tap into the guest bloggers network when appropriate. Also, guest bloggers give you a fresh perspective and content for your site.
9. **Be a Guest Blogger.** You can also promote your business by asking others if you can guest blog for them.
10. **Create a Facebook Business Page.** Facebook has more than 3 million users online worldwide, and they've created a lot of tools to help businesses market their brand, including Facebook Ads. In addition, they offer a free analytics tool called [Facebook Insights](#) so businesses can track metrics for their business. With this already made network of users, it's a great way for insurance agents to market their business to target leads. For more information, check out [Facebook's Ads and Business Solutions](#) help section.
11. **Build a Following on Twitter and use Hashtags.** Tweeting, a form of microblogging, is a great way to promote your insurance business to generate insurance leads by building what's known as a 'following'. [Twitter](#) has also recently updated its platform to be more search friendly for users so they can more easily find what they're looking for. Also, many don't know what a [hashtag](#) is, but basically, it's an organically built system where users use the # symbol in front of certain keywords in their microblogs to help categorize their posts so they're more easily found by others.

12. **Effectively use LinkedIn.** [LinkedIn](#) has millions of professionals who are online to network with other professionals, so it's a perfect network to target insurance leads. You want to fully complete your profile and begin building your network to communicate with those who are looking for your services as soon as possible.



13. **Use YouTube and Online Videos.** More and more are watching videos online, so producing online videos can be a helpful and creative way to market to insurance leads. Also, videos can boost search engines rankings. Videos should be short and sweet (5 – 10 minutes at the most). [YouTube](#) is the top video streaming site, so that's the first place you should start posting. For free software available to help you create videos, do a simple Google search.

14. **Participate in Quora.** Quora.com is an online question forum that has grown in popularity. Consumers go there to ask and find answers to questions, and many well-known business gurus can be found there, so you should be there too.
15. **Create a Google + Account.** Google launched [Google +](http://Google+) , making it a fantastic social media networking platform to use for lead generation. Google + isn't quite as popular as Twitter and Facebook (yet), but it shows promise. Plus, when it comes to using any Google product or service, one of the benefits is the fact that it's owned by Google, the largest used search engine worldwide, and Google does a great job of integrating all of their products to support businesses.
16. **Utilize Everything in Google Places.** Go to Google Places and claim your listing now, and if you can't find it, then create one. Then use all the free tools within Google Places to make your business stand out in search engines.
17. **Set up Google Authorship.** Google Authorship is a service introduced by Google in mid 2011, and it's free. It allows you to create a bio and add a photo that link to your posts online and show up in search engine listings to boost online visibility.
18. **Focus on SEO.** Search Engine Optimization (SEO) will make or break your business online. On page (website) and off page (article directories, directory listings, etc.) SEO should be incorporated into your marketing strategy with the use of keywords.
19. **Hire Professional Online Marketers.** When it comes to the Internet, it's an ever changing platform that's sometimes hard to keep up with, which is where a professional online marketer can help assist to get your online visibility where it should be to boost your search engine rankings and lead conversions.
20. **Use Reviews and Testimonials.** More than half of consumers look at online reviews before they decide to purchase a product or service. Create a system where all of your happy customers create a review or testimonial for you that you can post on your website, blog, in directories, etc.
21. **Engage Throughout the Web.** In today's online world, search engines like what are known as social signals. In other words, every time you engage in commenting, blogging, microblogging, etc. on the web, or any time someone else mentions you or your business, it's known as a 'social signal' picked up by the search engines, and in turn, helps boost search engine rankings. This means that it's helpful for you to actively engage in commenting on others posts, responding to comments on your posts, etc.



22. **Use Images Online.** Studies show that individuals are more likely to click on a link or read a post if there's an image attached to it, so be sure to include a professional photo of yourself or your business logo when communicating or building profiles online, including social media platforms, blogs, articles, directories, etc.
23. **Build Referral Partnerships.** Look for complementary businesses you can partner with. You send referrals their way, and vice versa.
24. **Offer Referral Incentives.** Offer an incentive to anyone who refers a lead to you once the lead converts to a paying customer.
25. **Create a Referral Blog.** To go a step further with building referral partnerships, consider creating a blog where you and a group of complementary businesses all blog to build a following and growing list of insurance lead referrals for your business.
26. **Ask for Referrals.** Many businesses thrive on referrals, and if you ask for them (ask friends, family, colleagues, current customers and leads), you're more likely to get them.
27. **Get listed in Online Directories.** The more visible you are online, the higher your chances of landing the quality insurance leads you're looking for. The search engines use information from online directories, such as [Yelp](#), [Yahoo](#), Google Places, and [Foursquare](#), for search engine rankings. There are hundreds of [online directories](#) to choose from, so get listed in as many as possible, but at least start with Google Places and build from there.



28. **Write and post in Article Directories.** [Article directories](#), such as [Ezine.com](#) and [Ehow.com](#), can be a great way to target leads and build online exposure. These directories reach millions of people throughout the web.
29. **Attend Networking Events.** Attend networking events in your area to be in front of as many people as possible to talk about what you have to offer.
30. **Join Networking Groups.** Groups, such as BNI, can be a great resource to help you generate leads because they are referral based groups and often only allow one type of each business into the group, so you don't need to worry about the competition within the group.

31. **Attend Industry Events.** Seek out relevant industry events to network and share info about your business.

32. **Give Presentations.** Many don't love giving them, but getting in front of an audience, both online and off, is a great way to build credibility and exposure.

33. **Hold Webinars.** Webinars can provide a lot of useful information to your target market. They're also a great way to generate a lead's interest to find out more about your business. Offer webinars that provide useful tips, industry news and updates, and more. As an example, register for our FREE Lead Generation Webinar that shows you how to generate leads today! [Click To Register Now](#)



34. **Offer Training, Education and Lunch & Learns.** The more you offer your expertise, the better. You'll build credibility for you and your business.

35. **Hand out Business Cards.** You should have a professional business card to hand out to everyone you meet. You might even consider getting creative and adding a promotion on the back, or maybe a catchy tagline.

36. **Ask for Business Cards.** You know that most leads won't follow-up with you, so consider asking them for their business card so you can follow-up with them.

37. **Create an Online Resume.** There are free web hosting sites that will allow you to create a free online resume. These are useful because if anyone wants to see your resume, you can send them to the URL vs. have to provide them a hard copy or email version. It's also a way to help you get found easier online.

38. **Ask for Employee Engagement.** If you have employees, then ask them to engage and promote your business. For example, if you have a Facebook page, ask them to post every now and then and to 'like' your posts. After all, if your employees don't promote you, then why insurance leads should be interested in you?

39. **Ask for Client Engagement.** Interact with your current and past consumers to encourage them to 'like' your business online, in addition to asking them to interact and comment on your blog posts and online activity. You can also consider sending all of your blog posts to your current consumers via email and ask them to forward them to others who might find them beneficial.

40. **Use Email Marketing.** With the increase in Smartphone usage, more people are checking their email these days from the palm of their hand, which makes email marketing and promotions a great way to reach insurance leads.



41. **Lead Nurturing is Important.** Many times, leads don't convert right away, which is why it's important to keep an ongoing list of insurance leads to 'nurture' for future conversions. There are automated [email marketing](#) platforms to help out with this so you can be efficient in lead nurturing without wasting your time.



42. **Create a Marketing Calendar.** This is critical for every business, yet it's surprising how many don't create one. A marketing calendar should be a snapshot of all of your marketing activity for the upcoming year. When done properly, it's also a good representation to use for reference to determine what worked, what didn't, cost, ROI, etc.

43. **Create an Editorial Calendar.** As you're deciding what mediums you'll use to provide relevant content for your target market, it's a great idea to create a simple calendar that captures all of the content you plan on publishing, including the topic, type of content, and publication date.

44. **Create eBooks.** eBooks have become more and more popular as part of the digital age. Identify a topic you think is important and relevant to your target market, and write an eBook. You can then sell the eBooks, or offer them as free incentives to gather information from leads.

45. **Create Online Forms.** Forms are an easy way to gather information from leads. You should include them on your website, landing pages, and Facebook page, at a minimum. You should collect name, email address and phone numbers when possible, and you might consider offering a free incentive, such as a White Paper or eBook, if a lead submits the form and provides the required information.

46. **Follow-up with leads.** Consumers are busy these days, so following up is a good idea. For many, they won't give you a second look if you only try to reach out to them once. At the same time, you want to be persistent, but not pushy.

47. **Identify Time Wasting Leads Up-front.** Often, leads will string us along and waste our time, so be sure to ask some questions up front to know exactly what the lead is looking for so you can move on if they are simply window shopping or are going to be difficult.

48. **Schedule Marketing Time.** For many, they are so focused on their base business that they don't schedule time to market, or they get so wrapped up in marketing, they don't get to focus on their

base business. It's important to actually schedule blocks of time in your weekly calendar to focus on marketing and growing your business.

49. **Keep Your Attitude in Check.** Attitude is everything, so keep it on the up and up.
50. **Create a Tagline.** Taglines help people identify and remember your business.
51. **Create Your 30 Second Elevator Speech.** What do you tell people when they ask what you do? Come up with a quick 'elevator speech' that gives leads enough information to interest them in finding out more.
52. **Set Clear Goals.** Within your marketing strategy you must have clear goals, which are the road maps to help you get to your ultimate goal. The [SMART](#) system is an oldie but goodie when it comes to goal setting.

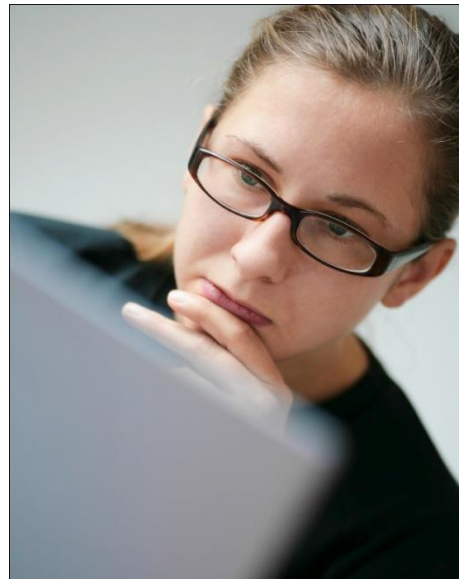


53. **Create QR Codes.** [QR codes](#) are those little square bar codes you see in newspapers, magazines, online, and a variety of other places. They grab a lead's attention because they can use their Smartphone to copy the code which then directs them to a website for additional information. QR codes also store analytical data about leads, including contact information and where the lead came from, etc.

54. **Create Promotions.** Consumers love promotions, so provide special offers and incentives to generate leads.

55. **Host a Sponsored Competition.** There are a variety of platforms, like your Facebook page, that allow you easy access to target leads via competitions. Consider working with some complementary businesses and ask them to donate some prizes you can use as give-aways.
56. **Hold Events.** In addition to attending different events, consider holding some yourself. You could hold a networking happy hour, a luncheon, open house, etc.
57. **Send out Direct Mailers.** Though direct mailers are becoming more and more obsolete, they can still be effective if you're clear on what your goal is and have a specific target in mind. You also need to ensure your direct mailers will grab the attention of a consumer and not blend in with the rest of the mail.
58. **Get Listed in Hard Copy Circulars.** Identify some good industry magazines or newspapers to get listed in, or even better, try writing an article for them.

59. **Check out Radio Spots.** Local stations sometimes offer advertising spots that aren't too pricey, so it's worth considering.
60. **Consider Local TV Spots.** These can sometimes be pricier forms of advertising, but they can be effective. Some local stations offers discounts or even free advertising at times, so it can be worth a look.
61. **Consider Billboards.** Your mind probably went to the big billboards you see when you're driving down the street, but a much more affordable billboard are those that you see in offices, or even in bathroom stalls. Believe it or not, they can generate some good leads if they're strategically placed.
62. **Utilize Creative Advertising and Catchy Phrases.** The more unique you are, the better (but don't overdo it).
63. **Stand Out from the Competition, but Be Yourself!** Identify what makes you unique from your competition and keep it in mind. At the same time, don't try to 'create' something that's not authentic to you or your business.
64. **Create Expert Status and Persona.** The more people trust you, the more likely they are to become a lead that converts, and the more likely they are to refer others to you. The more you blog, engage throughout the Internet, and hang out with the experts, the faster your 'expert' status will form.
65. **Research, Analyze and Focus on ROI.** Keep up with current trends in your market and industry to determine the best approaches you should be using. [HubSpot](#) is a great resource for up-to-date stats for businesses.
66. **Create Landing Pages.** Online [landing pages](#) rich in keyword content are a great way to create online visibility and intrigue leads once they land on the page.
67. **Write a Book.** A book is different than an eBook in some ways, including the fact that it's typically published by a publisher and available in hard copy offline. Nothing builds credibility faster than being able to say you're an author in your field.
68. **Hang out with Other Experts.** Mediocrity breeds mediocrity, so hang out with the experts to create that type of persona for you and your business, whether it's offline at events, or online in forums, on Facebook, etc.



69. **Hang out Where Your Target Market Is.** Identify where your target market hangs out online and offline, and show up there. Is it Facebook? Is it the local Chamber of Commerce? Wherever it is, you want to show up and interact there.
70. **Don't be Desperate.** Even in a down month, don't just go after anyone. Focus on quality leads that are worth your time, no matter what.
71. **Identify Your Ideal Customer.** Get very clear and specific on your ideal customer, from their personality, to the type of work they do, to the area of town they live in. The clearer you are, the more likely you are to attract leads that are easier to convert (and that you want to work with!).
72. **Be Active in Online Forums.** Look for relevant industry forums where you can communicate with consumers and complementary businesses to provide guidance and tips to generate interest, which can then turn to leads for your business.
73. **Create Clear and Visible Call-to-Actions.** When it comes to marketing, everything you use to market your business should have a call-to-action. It could be instructions to complete a form, instructions to 'call for a free quote', instructions to 'like' a Facebook page, etc.
74. **Create a Marketing Plan.** You can't create a path to get to where you're going unless you know where you want to go. Before implementing any of the ideas listed here, you should have a strong marketing plan in place.
75. **Use Brochures.** Brochures can be used to leave at doctors' offices, networking events, or anywhere you might find your target audience.
76. **Create Fliers.** Fliers might seem outdated, but can still be useful if placed in the right areas, like on a grocery store, coffee shop, or medical center board for advertisements. You can include your phone number and website for consumers to tear off at the bottom of the flier, as well.
77. **Develop White Papers.** White papers are similar to eBooks, but sometimes have a bit more of a technical sound, but not always. White papers are good to offer as free 'perks'.
78. **Create an Adequate Bio and About Page.** When people research a business or individual, they often go straight to the bio or About page on a website. Your bio or About page should include your experience, areas of expertise, and what you specialize in. It should be to-the-point with facts and not 'hype'.



79. **Tap into Holiday Marketing.** People love to save money. Use the holidays to send promotions and sales
80. **Create Synergy Throughout the Web.** You should be linking your social media networks to each other. You should also include links for your website in all of your social media profiles and blog when appropriate. It's also a great idea to tweet about your new blogs with links, your new social media profiles, any updates to your website, etc.
81. **Identify Areas to Provide Help and Assistance.** There are often chat rooms and forums on TV, Radio and industry sites where consumers go for help and assistance. For example, right after a major storm, these types of sites will often have forums to help people prepare and weather a storm, or get back on their feet after a bad storm.

82. **Create Press Releases.** Create and post online press releases to announce new products or services, changes in office locations, awards, new websites and social media pages, and anything relevant and newsworthy about your business. Once created, post them on and offline!



83. **Get Involved in Charity and Volunteer Work.** A great way to market your insurance business is to get involved with charity and volunteer work. In addition to networking, it's great to give back to the community.
84. **Start with Your Community.** Often, we forget those who are close to home who might be interested in our business. Start with your local community to generate leads where people probably already know at least something about you.
85. **Focus on Local Advertising and Online Search.** Many businesses get the majority of their business close to home, and the search engines are now focusing more on local search. This means it's a good idea to use location, or geographic, keywords online. For example, use your address on your social media networks, and when possible, include your location or zip code in URLs (i.e., [Facebook Vanity URL](#)) and images that you post online. You also want to be sure you're listed in Google Places and Google Maps, and the online directories mentioned previously, with up-to-date and accurate information.
86. **Dress to Impress (or Fit in).** You always want to look professional and make your target audience feel at ease. Dress appropriately for whatever function or meeting you're attending, and it's

always a good idea to find out the dress code ahead of time if you're attending an event. If you're the one hosting an event or meeting, then be sure to let others know what the dress code is.

87. **Be Relatable.** People like to work with those they can relate to and feel comfortable with. Try to find that common ground within a few minutes of meeting someone (be it family, same education, sports, etc.).
88. **Be an Effective Communicator.** Everyone communicates differently, and it's important to understand this. Focus on your leads and how they communicate, and try to reflect that back. It could be in the form of communication; some like to communicate via email, others via phone, and others in person when possible, for example. Or you could pick up cues from body language. Also, be sure you're as clear as possible when working with a lead so you both walk away from your meeting on the same page.
89. **Be Clear on What You're Trying to Do.** Every time you are working to generate new leads, or are speaking directly to an insurance lead, be sure you know exactly what your goal is in that moment. Is it to answer questions? Is it to gather information? Is it a final call, so you're ready to close the deal? Be specific and stay focused.
90. **Try Fish Bowls.** This is an old but useful tool. Set fish bowls out at local businesses and offer an incentive if people leave their business cards or information in the bowl.
91. **Understand the Needs of Consumers and Tap Into It.** What is your target market looking for? How can you meet their insurance needs? Ask questions and listen to what consumers are saying their needs are, and do what you can to offer it to them.
92. **Keep Your Commitments.** Be sure to respect people's time and concerns. Keep commitments and do as you say you will. That's what you'd want them to do for you.
93. **Create Goal Boards.** It helps to stay focused and on track when you have your marketing goals in front of you on a consistent basis.
94. **Be Honest, Respectful and Forthright.** When you're working with target leads, you want to be honest and forthright. People can tell when they're being lied to, and you're for sure not going to close deals if people feel they can't trust you.
95. **Forget About the Competition (for the most part).** Your focus should be on building your business, not about worrying about what you're doing wrong or right compared to your competition. At the same time, it's a wise idea to check out your competition every once in a while to see how your target audience is responding to what they are, or aren't, doing.



96. **Focus on Your Positive Traits.** This can help you get through a bad day, or a day where you've had little or no conversions/leads. Plus, you should focus on your strengths to boost your business.
97. **Prioritize.** With busy schedules, it's important to prioritize what must get done today and what can wait until tomorrow. By doing so, your leads won't 'fall through the cracks', and it can help reduce your stress level.
98. **Be Clear on Your Worth and What You Have to Offer.** You have a benefit to provide to your leads, so keep that in mind and move one when someone doesn't see it.
99. **Don't Take It Personally.** Marketing is a numbers game, so don't take it personally when leads tell you 'no'.
100. **Have Fun.** If you're not having fun doing what you're doing, then why are you doing it? If you're having fun, then that energy will pour over into your communication with your leads, which can be a very good thing.
101. **Evaluate and Learn from Mistakes.** With all of these marketing ideas, it's important to get clear on your goals and see which ones fit into your overall marketing strategy. Some will work for certain insurance agents, whereas others might not. Once you implement a tool or tactic, give it some time to work and then reevaluate it. If it's working, great. If not, then determine what needs tweaked or what needs dismissed altogether. It's also important to note that it can take up to a year for a new strategy to work, so give it some time before you decide to chuck it.

Which tools and approaches are right for you to generate insurance leads?

This is a great question, and one that shouldn't be taken lightly. It's important that you consider all the tools available to you, evaluate your goals, and then implement an action plan. As you can see from this list, there are a number of ideas to consider, as well as powerful marketing tools and resources available, so choose a few from the list and get started today. Then, after a period of time, you want to evaluate to see what works and what doesn't for your particular business and make the changes necessary for optimal results. And you can keep coming back to the list for more marketing tools to add to your arsenal to boost insurance leads as you need them!



If you have any questions about ParasolLeads or how to utilize any of these marketing ideas for your business, please do not hesitate to visit our website at www.ParasolLeads.com or contact us at 888-778-0410 ext. 2.