

Insurance

6 Challenges Faced By Insurance Agents With Tips To Overcome

The insurance industry is powerful and lucrative with a variety of challenges towards selling financial products to consumers. The products are essentially the same, so how do agents find ways to separate them from the competition? Also, the business of insurance comes with its particular challenges of marketing intangibles like peace of mind and a secure future.

Here are challenges that insurance agents and brokers face and how Deck 7 can help with each of them.

1 THE NEED FOR BEING DIGITAL



More agents and brokers are accelerating their commitment to digital marketing methods and channels as a way to connect with their customers. According to a recent study by Agency Revolution, 81% of people are researching online for insurance options, 91% checking email daily, and 72% trust online reviews as much as their friends. To reach your customers, you need to think digital. As Michael Jans, says, "They read digital, they research digital. They watch digital. They listen digital. They shop digital. They communicate digital. They carry digital in their pocket. They expect you to be with them – digital."

2 FINDING AND MANAGING LEADS

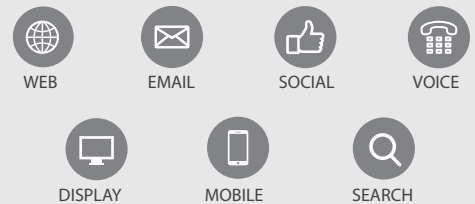


Finding leads is often a challenge whether it means going directly to the prospects or having agents in-house. Managing leads can also be tiring especially for smaller firms and independent agents. Most agents and brokers realize that without real-time insights, they are using a rear-view mirror to evaluate the effectiveness of their lead gen campaigns. Digital marketing and its strategies must be aligned to be able to manage leads well.

"WE ALL SEE THIS POSITIVE CORRELATION BETWEEN RUNNING TV ADS AND EVENTUAL SALES, BUT PEOPLE AREN'T CLICKING ON THEIR TELEVISIONS. THEY'RE NOT ALWAYS CALLING THAT PHONE NUMBER."

– MATT JOHNSON

With 7 service areas and a strong insurance industry team, Deck 7 provides the resources, systems, processes, and integration for insurance agents, brokers, and marketers to successfully work 'digital'.



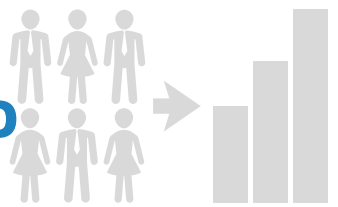
With 300+ marketing specialists and engineers, Deck 7 augments insurance brokers and agents' teams with the required manpower for demand generation, further integration of leads into marketing automation and sales force automation/CRM systems.

With the people and processes to deliver “customer-first” marketing programs, Deck 7 partners with clients across its 7 service areas to provide the social media and platform experience needed for marketers to personalize customer experiences based on different demographics.

95 + million audiences **31** online publications
16 industries

With two decades of experience, Deck 7 helps brokers and agents pay more attention to the quality of content that establishes them across the world, and helps insurance companies create digital customer experiences across multiple platforms to reinforce customer loyalty and brand awareness.

3 ADAPTING TO CHANGING DEMOGRAPHICS



The demographics of people who buy insurance has changed over the last 40 years – the number of single-parent households, number of women making insurance decisions, people waiting longer to get married, the changing nature of multi-cultural markets, and in many other ways. So rather than chasing vanity statistics which often results in ‘platform fatigue’, marketers need to focus on the platforms that matter the most for engaging with customers.

4 TRUSTING ESTABLISHED CLIENT RELATIONSHIPS



Successful brokers and agents are aware that people want conversations not ads. The industry has moved from the transactional to the relational phase. Although, the delivery of messages for many large insurance providers needs to be through ‘middlemen’ distribution channels like a financial advisor or bank, the faster growing companies know that insurance jargon packaged in clever digital tactics will not win them new business for a longer period. All the smartest content in the world is meaningless unless it is relevant to the person. And the best people to ask for, are your established customers.

6



THE ROLE OF YOUR CONTENT

Insurance is not a high interest category for many people. Finding new ways to get their message to clients is often a challenge for agents and brokers. As Matt Johnson says about content, “the consumer doesn’t care if it was created by State Farm or MTV or Cartoon Network.” Content cannot be right unless it’s written for search engines rather than people, and when it’s written about what the products are and not what your customers want to read. This is a great opportunity to make an impact with creativity and innovation.

With the people and processes to deliver “customer-first” marketing programs, Deck 7 partners with clients to provide its content marketing services and content syndication platforms to personalize customer experiences on a local or global scale.



5



CONTROLLING THE COSTS OF ACQUISITION

Agents and brokers are investing in marketing automation and other digital tech as a way to connect with their customers. The internet and stiff competition have forced people to go for low-cost options diminishing customer loyalty. The ball is not in the court for one who spends more dollars to win but for the one who can spend dollars most wisely. To improve prospecting, cross-selling and branding, marketers are exploring emerging tech and platforms that can help in controlling their costs of acquisition.

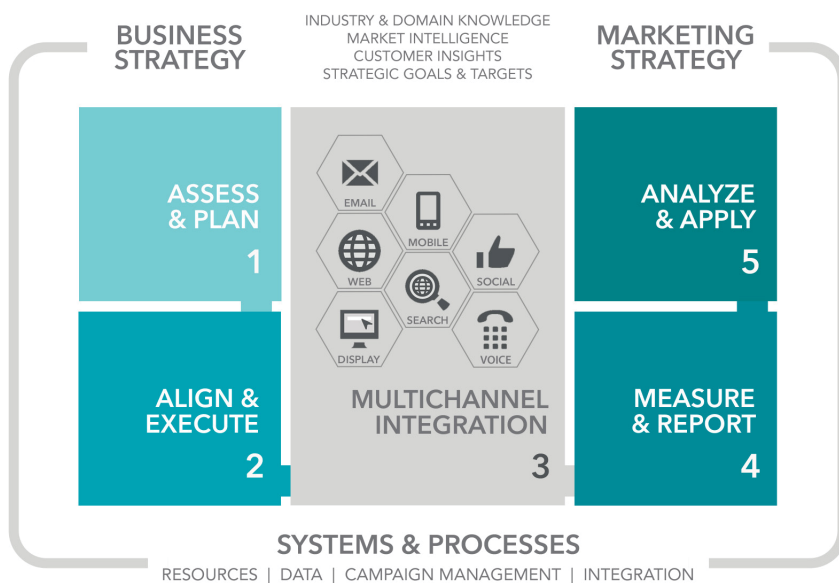
With strong industry experience in the insurance sector, 31 proprietary media properties, and 7 channels of engagement (including email marketing to a database of over 95 million), Deck 7 uses its Framework for Digital to provide insurance marketers with the ability to use the right mix of channels to control their costs of acquisition.

Deck 7

Framework for Digital™

Deck 7's Framework for Digital™ helps marketers align their marketing strategy with their business strategy and leverage Deck 7's systems and processes to achieve their marketing objectives through a 5-step multi-channel approach.

DECK⁷ FRAMEWORK FOR DIGITAL™



content

Email, newsletters, news and press releases, live and on-demand webinars, whitepapers, conferences and trade shows, infographics, blogs, podcasts, and video

Deck 7's experience in managing content and data across multiple inbound and outbound channels helps drive success for marketers at brands, agencies, publishers, and platform aggregators across the world.

data

Business card, firmographic, demographic, geographic, NAICS/SIC, social media profile, content consumption, intent data, and install base data

who we are

Deck 7 is a digital marketing and media company that provides brand awareness and lead generation services worldwide.

The Deck 7 team consists of over 300+ marketing specialists, data science experts, and martech engineers that execute and orchestrate over 2,800 campaigns each year.

what we do

Deck 7 provides performance-based marketing services by orchestrating multi-channel campaigns across email, web, mobile, voice, social, search, and display.

Brands, agencies, platforms and publishers rely on us for lead acquisition at scale. Marketers from large enterprises to small and mid-sized companies use our experts for their marketing programs.

Media 7 is a network of media properties across 16 industries that provides marketers with multiple options to target markets, reach audiences, and develop accounts across 120+ countries.

Deck 7, Inc.
www.deck7.com

DECK⁷

Demand Generation. At Scale.

