



myprotectionhero

# INSURANCE AGENT MARKETING ESSENTIALS

## Setting Yourself Apart



A QuoteHero Bulletin

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## Intro / Market

The insurance market is beginning to dramatically change and you should be pivoting now if you want to excel in the post COVID marketplace.

### Purpose of this QuotHero Bulletin

After more than 40 combined years in the Insurance industry, we decided we needed to pivot dramatically and in so doing have developed tools and learnings we knew needed to be shared with our agent colleagues. Therein, this is the first of what will become a series of Marketing Essential bulletins that will hopefully empower agents to rethink how they are marketing and managing their prospects, clients and product offerings in order to grow their business well into the future.

According to Deloitte's 2020 Insurance Outlook <sup>1</sup>report, By 2020, more than nine in 10 new life insurance sales are expected to be at least influenced by digital interaction, including online searches to assess life insurance providers and advisers; compare price and coverage options; and apply for a life insurance or annuity policy on an insurer's website. Others could look to take advantage of increasingly sophisticated robo advisory services.

Are you fully prepared to address this fact? If not now than when?

The reality is, like so many businesses that have been affected by the COVID pandemic, insurance agents need to Pivot in order to be competitive and grow during this new reality.

## But how?

That is why we've written Insurance Agent Marketing Essentials, setting yourself apart...enclosed is clear, concise, and affordable suggestions that you can begin implementing right away. This is not rocket science—most of it you probably already know. But, how often do you act on such and do you have a process and sources for doing so?

Our objective is to help you PIVOT and grow your insurance business in what is becoming a very competitive and quickly changing marketplace. We want to help you stand-apart from your competition.

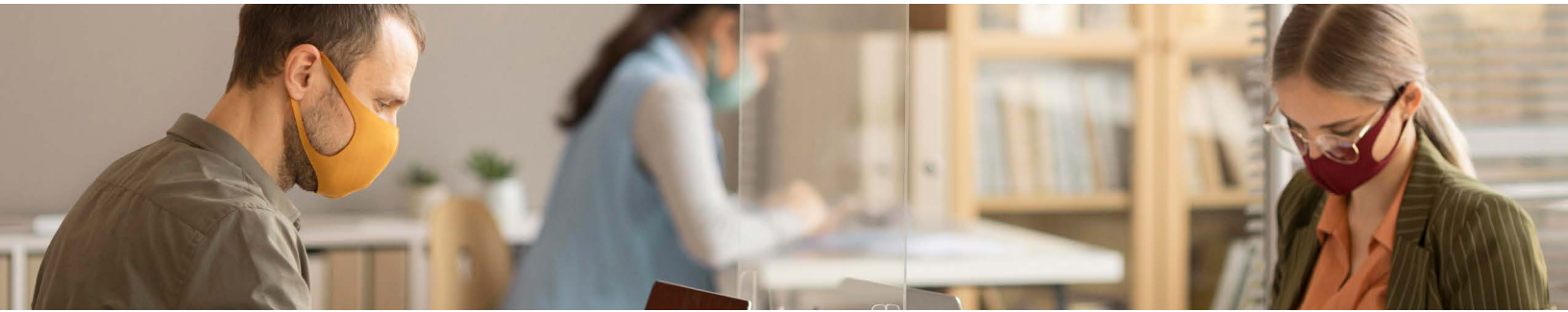
Following are Pivoting strategies based on over 40 years-experience in the P&C market. You may be doing much of this and just need to reassess if you are fully utilizing properly. Or, if not already included in your business process model, this will serve as a good primer for you. This is why we include actual resources throughout that you can utilize now or compare with your current process/tools.

Full disclosure—all of the suggested essentials noted throughout are of significant value to help you further build a successful insurance practice regardless of using any of the QuoteHero tools available and noted herein.

Arm Yourself with Resources to WIN. Assess if you are...

- collecting the right information about your clients?
- Do you use CRM...is it the right one?
- Do you even know how and when to collect the most important information?
- Are you communicating with your clients frequently and appropriately?
- Do you ask for referrals?
- Do you have a webpage...is it effective?
- Do you or should you conduct webinars?
- Are you limiting your revenue?
- Can you increase your revenue stream opportunities?
- What, if any, Social Media should you utilize?
- Not all quote engines are the same—how to choose

Those are insurance-practice-assessment questions each agent should be regularly asking themselves about their business. So let's dig-in.



## Data and Process is King

Having the right data enables you to better serve your clients in a proactive way. Some data collection can be automated and some needs old-time personal inquiry spread out over time. But bottom line, what do you already know about your clients? Are you adding it to their record and using that data effectively?

Following are some of the top-level data elements you should be collecting beyond the standard bio/demo needed for an insurance application. Keep in mind, most agents have the minimum and hardly ever use it effectively. The intent is for this list to be a primer to get you thinking about data elements that would help you better know and serve your client now and anticipate future needs for the entire family.

- Name & Ages (of all in family—kids and even animals)
- Anniversaries
- Family history and ages (parents, siblings, etc.—as much as you can glean)
- Client and their kid's education. Names of schools and colleges?
- Aging parents?
- Siblings of your client? Other relatives? Build a family tree.
- Activities—sports, entertainment, travel, favorite restaurants/wine, whiskeys, etc.
- Home(s) and associated Insurance policy renewal dates
- Auto(s) and associated Insurance policy renewal dates
- Health insurance, auto, home, etc., carrier(s) if not written by you. Does it cover the whole family? If not i.d. what type of coverage for each member
- Will, Estate Plan, Medical Directive, Financial Directive, Trust(s)
- Favorite non-profits they support
- Employment history (include spouse and kids over time)
- Political leanings—so you can stay away from landmines
- Religion and if they practice (helps when sending holiday cards)
- Diet preferences

## How and When to acquire all this info—not all at once...

You will never gather all this data in one encounter, let alone should you seek acquiring such via one single form. Rather over time as you communicate with them use each touch point as an opportunity to address one or more of the outstanding data points. Now... it should be without saying, but unfortunately, we have encountered agents who try to acquire these data points in the same manner as when taking an application over the phone. DON'T

Instead ask questions that help you know them better while at the same time gain data you need to add to your CRM. It should come up naturally during conversation. i.e., how did you and your spouse meet? Where did you (and your family) go to college? Tell them a story about you (great restaurant you recently experienced) that leads into asking them about their favorite food, drink, travel, etc. Make it a natural part of your conversation(s).

**If you do not have a current CRM (Customer Relationship Manager) solution, get one ASAP.**

Following are some CRM solutions recommended for insurance agents by ILG <sup>2</sup>

### 1. CRM –

- [PipeDrive](#) (Customizable / All Lines -30 Day Free Trial)
- [VanillaSoft](#) (Customizable / All Lines)
- [GoHealth](#) (Formerly Norvax)
- [Radius](#)
- [Act!](#)
- [HubSpot](#) (Flexible Free/Paid Versions + Sales Tools)
- [SalesForce](#)
- [Dial Your Leads](#) (Lead Management and Telemarketing Sales Automation)
- [AgencyBloc](#) (Health & Life)
- [ONTRAPORT](#) (CRM + Business Automation Suite)
- [Agency MVP](#)
- [AgentCubed](#)

## Now that you have a CRM solution, what to do with all this data—Communication Opportunities

Every time you have a planned or even unplanned touch point with a client, seek data points you can add to your CRM. The more you know the better you can serve them and their family while developing a trusted relationship.

- Process—schedule touch points (some are automatic w CRM. i.e., birthday emails and cards) but most are not.
- Use the data to share information of interest with them—hobbies, travel, favorite sports team, article for their child who has an interest in.....
- Do you have a newsletter? If not, build, develop or buy one you can send monthly. Make sure it addresses issues other than “just” insurance.
- Develop reasons to communicate with each client via phone, email, snail-mail, newsletter

You should have a personalized communication plan for each client. Base it on info you have acquired about them. As an example here is a process plan for sample client John and Cindy a married couple you have written life policies for.

- Monthly Newsletter via email
- Calendar cards to send vis USPS.
  - Cindy’s birthday card send Jan 30 for her February 4 Bday
  - John’s birthday card send July 20 for his July 24 Bday
  - Send Happy 8th (sept 7) Anniversary card 4 days before
  - Christmas Card / or Hannukah
- Minimum quarterly phone call to check in...i.e., tell them you found an article you think they would find interesting, offer assessment/update/reminder to compare quotes on various policies coming up for renewal, etc.
- Most agents ask their clients for referrals but why not instead ask them to forward your newsletter to friends and family (assuming you have a quality newsletter)
- Offer a “Client Protection Assessment”(note sample to follow)

Why do all this? Why have a plan for each client? It’s about building sticky relationships with your clients. It’s about earning the right to communicate with them because you have valuable content to share. It’s about being proactive on their behalf and addressing their overall wellness not just protection coverages. It’s about helping them “Like and Trust” you.

# The 10 Essentials for Branding and Driving Leads

You need the following tools to gather leads and support your business

1. Web Page
  - Assess your current site. If you don't have one, build it yourself or integrate with a complimentary resource
  - Include sign-in form to gather initial individual CRM info. Offer a free.... newsletter, free quote, free will etc.
  - Have pics of you and your team
2. Local business networking groups
3. Nextdoor or other community apps
4. Become a subject matter expert for your local community newspaper
5. Associate with local nonprofits as an insurance specialist to assist their donors
6. LinkedIn Business and personal pages
7. Facebook business and personal pages
8. Instagram
9. Newsletters (digital)
  - i. Content is King. Not just insurance info
  - ii. Monthly
10. Webinars – about insurance and other topics of interest or priority. Note this is a great opportunity to team up with local specialist whose clients would benefit from quality content and you both become non conflicting reference sources for each other's business. Topics and co-sponsorship could include:
  - i. Dr friend who can address how to protect yourself during flu and COVID season
  - ii. Estate Planning associate you can cross refer clients with
  - iii. Auto Mechanic speaking about best auto maintenance
  - iv. College counselor regarding the college app process and financial aid
  - v. Help clients/prospects assess their current protection coverage needs
  - vi. Other relevant issues you or a subject matter expert you know can address



## Expand your revenue opportunities

Most insurance agents, especially P&C agents, are limited to just a few revenue sources (life, home, auto) and sometimes it is limited exclusively to a specific insurance carriers products unless you are an independent agent (IA). Even then, many IA's aren't prepared for the changes needed to effectively Pivot and grab more market share especially outside of the state they hold licenses, let alone offer additional product lines.

There are various platforms you can access via the internet that will enable adding products to your site. This can be a good value added service and possibly drive additional revenue.

Based on the differences associated with each state's regulatory requirements, were not offering suggestions here beyond our own platform that is designed to assist agents with adding new products and services.

### [Click Here to See Quotehero's Agent Platform](#)

Consider adding to the following to your offerings:

- Get licenses for multiple product lines
- Offer warranties
- Offer free services like prescription cards, any valuable added service you can negotiate with 3rd party vendors
- Offer a free Client Protection Assessment—do they have the following
  - Policies with renewal dates
  - Warranties—auto, home, electronics, etc.
  - Identity Protection
  - Travel
  - Pet
  - LTC plans
  - Rental Coverage if unemployed
  - Telemedicine
  - Prescription Discounts
  - Digital Storage for important docs (shareable)
  - End of life plans

## QUOTEHERO'S LIFE INSURANCE QUOTER & WHY YOU NEED ONE?

Ok we admit this portion is self-serving. We believe our platform and webpage designed for agents is the best and offers groundbreaking disruptive tools to help you grow your business. If you can find something better, we'd love to hear about it. Back to why a quoter is beneficial to you...

Your clients will ask for various quotes and take hours of your time while at the end of the day they "might not" even purchase life insurance. Having your own quoter, on your own website, enables your clients to change the death benefit and cost as much as they want to compare quotes, without taking your valuable time sending out quotes over and over.

With QuoteHero's platform you can use your current quoter and sign-up for "Quote & Apply" or one of the other quoters noted below

Send us the current quoter you use with your current GA or you can sign up today with our "Quote & Apply" instrument that lets your clients customize their quote to meet their goals and financial needs.

If you sign up for our quoter it's possible you could make more commissions, save time that allows you to focus on actual business opportunities versus spending valuable time with prospects that are just shopping. Everyone shops online these days and utilizing a quoter saves you from entering the data.



**Step 1.** Sign up for a free account [here](#).

**Step 2.** You'll instantly be emailed your personalized Quote & Apply website Once you have your own Q&A account. You can get started to offer your link to your prospects and clients.



## **BENEFITS TO HAVING YOUR OWN QUOTER**

- Lend integrity to your brand
- Collect leads on your website
- Offering free quotes is a great value added service and makes you more competitive to other agents
- Educate consumers
- Streamline application process
- Leads are stored in your Quote & Apply “Boss CRM”
- Cuts down on time you have to send out quotes

## **Other benefits for signing up for “Quote & Apply”**

Signing up for Quote & Apply, provides the opportunity to offer products that you might not currently sell. Most life agents are not “Jack of all Products” agents. We tend to sell what we know best. When a client asks for a life product that we are not experts about, we scramble to learn quickly or fake it, and sometimes clients can see that we don’t know the product and look elsewhere.

**Here are all the products that are available for you to sell in Quote & Apply.**

- Term Life Insurance
- Universal Life Insurance
- Universal Life Insurance with LTC
- Accidental Death Insurance
- Final Expense Insurance
- Long Term Care Insurance

## Producer facing website vs consumer facing website

Most life insurance quoters are producer (agent) websites and not client friendly. Most quote engines are likely not free and don't have a CRM attached for lead capture and ways to track and process the applications. Having your own quoter makes you look more professional and provides your clients/prospects instant quotes...meaning they're not continuing to search for another site that can give them quotes while they wait for you to get back to them.

## Application and Medical Exams

Quote & Apply allows the client to fill in and process their own application and even schedule their own medical exam right there on your website. This process takes away the need for you to call the paramed to schedule and then get back to the client to confirm. Thus saving hours of your time to do more important things then dealing with scheduling medical exams, and apps.

## Other quote engines / platforms for consideration <sup>3</sup>

- **Applied Rater** (Formerly SEMCat) (P&C)
- **EZLynx**
- **Typhoon by QuoteBurst**
- **NinjaQuoter (Life)**
- **Compulife (Life)**
- **PL Rating** (Personal Lines)
- **Quotit** (Health, Medicare)
- **Ritter** (Medicare, FE, Life)
- **CSG Actuarial** (Medicare, FE)
- **AgentExpress** (Health)

## In conclusion

We trust this Bulletin will at a minimum remind you of important elements you needed to review and implement (if not already doing so) to set yourself apart in today's competitive Insurance industry. We stand ready to assist you further if you have any questions and or need further assistance using any of our tools.

For more information contact either one of us at the following:

[Doug@quotehero.com](mailto:Doug@quotehero.com)

[Steve@quotehero.com](mailto:Steve@quotehero.com)

- 1 Deloitte's 2020 Insurance Outlook [<https://www2.deloitte.com/us/en/insights/industry/financial-services/financial-services-industry-outlooks/insurance-industry-outlook.html>]
- 2 ILG Insurance Lead Guide
- 3 ILG Insurance Lead Guide