



MediaRiche Marketing

Insurance Marketing Ideas, Tips, Secrets and Strategies Series

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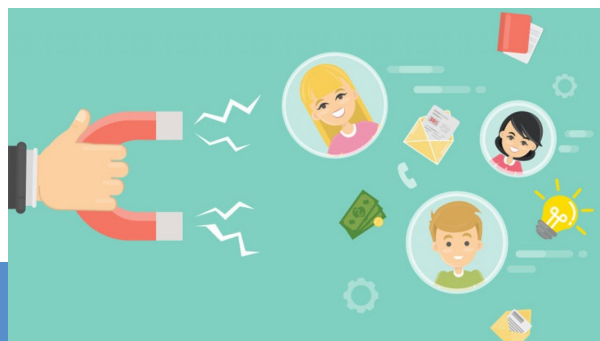
1. Emergency Info Wallet Cards – Include local emergency numbers like the fire department, police, poison control, etc. Include your contact information and the phone number for claims. Customers will be glad to carry such a valuable card around in their wallet and they will always have your information in their pocket! Referrals are the cheapest and easiest form of insurance agency marketing.

2. Great Email Signature – If you don't already have an automated email signature, make one right now. Include every bit of contact information about you like your address, phone numbers, website, twitter, facebook, etc.

3. Volunteer – The hand that gives, gathers. There are many opportunities for growing your business while volunteering. You can get great PR in the newspaper, meet other local community leaders and business owners.

4. Burn Through Business Cards – At some point, every one of us has been embarrassed to say, "Sorry, I don't have a business card on me right now". That's unacceptable. From this point on, if you ever say that again you should turn in your insurance license. Instead make sure you always have at least a hundred on you at any time. Leave them in fishbowls, post them on bulletin boards, leave them with a generous tip if you have great service in a restaurant. Give everyone you meet at least two and don't ever run out...

5. Get in Their Cell Phone - Encourage clients to in case they have a claim or billing question. They will be walking around with your contact information everywhere they go! If someone asks them about insurance it will be easier to refer you to others.



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6. Read The Insurance Product Information – This can help you focus on the needs to address in you content and ad creation which drives traffic and generates leads for your sales producers.

7. Everything We Sell Sheet - One of the reasons clients don't buy more lines of insurance and refer your agency more is because they don't know what the heck you sell! I know it seems obvious to you but if you don't make it crystal clear to clients they'll only think of you for the products they already own! Create an easy-to-read one-pager that shows everything you sell.

8. Get a Website You Can Use – With the technology available today, every insurance agent should have a website that looks professional and lets them to easily publish and edit their own content. If there was a local emergency and you needed to get a message out to your clients, would you have to wait for a developer to process the request? Check out [this link for the most user-friendly insurance agent websites](#) available.



9. Internet Leads – I know internet leads are frustrating because the information can be inaccurate, people aren't always excited to talk to you and there's always competition. But it's hard to find an easier source of people in your market that want insurance right now. Unfortunately, there isn't one company with the best leads for every agent - it varies depending on your market. I recommend using several lead providers while [tracking ROI on your leads](#) before committing to just one provider. There's a ton of sketchy lead companies out there so be careful - Here are the best:

- [Hometown Quotes](#)
- [QuoteWizard](#)
- [InsuranceQuotes.com](#)
- [Agent Insider](#)
- [All Web Leads](#)
- [NetQuote](#)
- [InsureMe](#)
- [InsuranceLeads.com](#)

10. Keychain Tags – You know those thin plastic tags the grocery store, gym, and credit card companies give you? Include the agency's contact information. Customers will use it because they want your contact info in an emergency and you want it on their keys so they can refer you any time. ;)



11. Get a Free Marketing Analysis -If you want to find out what's missing from your agency's marketing plan, take a few minutes to get a free [online marketing analysis here](#). It's built specifically for insurance agents and after answering 20 or so questions about your agency you'll get a detailed report full of ideas, suggestions, and resources to take charge in your agency.

13. Search Engine Optimization - You need [a well-optimized website](#) to show up on Google but it takes a lot more to rank #1. Google and Bing look at your agency's entire online footprint and rank you on business listings, reviews, content, inbound links, social media and a lot more.

14. Keep a Voice Recorder in Your Car - When you're driving and spot a commercial vehicle record some information about the vehicle and the phone number. You can call the owner later and explain where you saw the vehicle and that you would like an opportunity to make a bid on their insurance at the next renewal.

15. Refer-A-Friend Page - Create a page on your website that allows people to refer their friends to your agency. Nobody's going to visit your website and use this feature by themselves though, you'll have to ask them to use it and remind them. You can email them a link right after you help them with something they appreciate like a billing dispute or a claim. And every once in a while post a link to your social media accounts. And if your website isn't easy enough to create something like that yourself [it's time to get a new website](#).



16. Handwritten Letters For Best Customers – We spend too much time with customers that pay the least money. Take a look at your commission statements and make sure you are going the extra mile for the people that support you the most. Guess who your best customers hang out with... people just like them who'd be great referrals for you.

17. Post Client Letters – If someone writes a letter, sends an email, or posts a positive comment online about your agency, print it out and post it in a visible location. Shoppers look to others for guidance. Reading many letters from others about the knowledge, care, and protection you provide will only improve their impression of your business.

18. Buy a Closing Agency's Phone Number – If you know any local agents that are closing down their agencies it may be possible to purchase their phone number after they close. It can generate a lot of phone calls from people who have the old agency's information. Sure people will be calling in for the other agency, but you can still help them with any of their needs just as well. (and probably better, right?)

19. Photograph Local Events – I imagine you're already going to local community events in order to meet more people and gain local connections. Start taking pictures of the events and post them to your website and/or social media accounts. It can draw lots of people to connect with you on social media or to visit your website. It's also great for developing a connection with the local community.

20. Referral Marketing Exchange– I know many agents that offer cash incentives for real estate agents, mortgage brokers, and car salesmen to refer their insurance agency (This is illegal in some places). There may be other options to reward referrals that are more affordable to you and/or more enticing for them. For instance, you could agree to pay for a mailer to send out to their clients. When a real estate agent sends you a lead, instead of paying them cash agree to send their client a birthday cards in their name for the next five years. It may be easy for you if you already have a similar process in your office.

21. Join the School Board – The school board is a fantastic way to meet many families and local businesses owners in the community. Being on the school board will give you easier access to marketing opportunities to parents and young drivers.

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22. Advertise Your Greenness – Offer information about how to drive more efficiently or reduce energy costs in the home. Send email newsletters, mail to your clients, or host educational sessions in your office for your customers. Include insurance agency marketing material in anything you provide.

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