

How to Leverage Digital Marketing to Reach More Customers and Boost Sales

According to Nielsen, 92% of adults ages 35-64 use the internet weekly. That's why digital marketing continues to be a top tactic for insurance agents. With digital marketing, you can tailor ads by location, track and optimize results, and meet consumers where they are: online.

At Frankenmuth Insurance, we're here to help you get started with your digital efforts. See some of the tactics and tips you can start implementing today.

Tactic #1: Digital Display and Video

Goal: Build awareness/conversions

Digital display and video ads appear on customers' browsers. You've seen them before: the ads on the top, sidebar, or as you scroll through a webpage.

Digital units are effective because they can vary in sizes and formats for your specific message. For example, a digital ad can be static to display one message constantly. It can animate to share more text or catch a reader's eye as they scroll. It can also be comprised of a video. All digital units should have a button that leads to a webpage on your site, a click-to-call button, or another call to action.

These units are also effective because they let you hyper-focus on the specific target audience and location (zip code or mile radius) of your clients. As the ads run, you can also optimize for the best performing units/messages to further improve ad success.

Tactic #2: Paid Social

Goal: Build awareness/conversions

Did you know? More than half of the U.S. gets their news and information from social media. Leveraging social media is a great opportunity for agents to build a following and get messages out.

With paid social media, you're able to target the exact customers you're trying to reach in an exact city or area. Narrowing this geographical region helps your money work harder for you because it ensures the right people are seeing your ads.

When creating materials for social media, think about your goals first. If you have a goal to drive traffic to your website, use a standard post or video that links directly to your website's URL. If you're trying to spread the word about your agency, consider promoting or boosting an informational video about your company/team/services.

Using social media and putting money behind posts is one of the most efficient ways to increase awareness and drive leads. Remember: even a small budget can go a long way. Experiment with promoting different posts at different times and see how effective the results can be.

To learn more about digital marketing, ask questions, or discuss co-op opportunities, contact Frankenmuth Insurance's marketing team at marketing@fmins.com.