

Marketing Tip: Let's Talk About Our New Agency Directory (and How it Helps Your Agency)



What we've heard: When consumers want to search for an insurance agent in their area, they want it to be easy.

How we help: Potential policyholders have always been able to use our "Find an Agent" tool on our website, but with our new agency directory pages, they get even more value from it. Now, if your agency appears in someone's search, they can click for information that could help them start a conversation, which benefits your business because:

- Consumers see a complete list of your agency's product offerings, in one convenient place.
- They can quickly find your current address (including a map) and contact information.
- It gives you more visibility in local searches. Originally, if someone searched "insurance agents near me" in their search engine, these listings wouldn't show up in their results. But now, they will.

Check out an example of an agency directory listing below:



Your key takeaway: At Frankenmuth Insurance, we want to make it easier for you to write more business. See your agency page at fmins.com/agentsearch.