

Marketing Tips: How to Target the Most Important People



Here at Frankenmuth Insurance, we've been unveiling our new branding initiative little by little. But it all started with one big question: Who would we like to write more business with?

After a lot of research, we've identified our target audiences as:

- **Personal Lines** – Adults 25-64. Homeowners. Multi-vehicle owners. Household income of \$75,000+. Good credit. Financially savvy.
- **Commercial Lines** – Adults 35-64. Small- to mid-sized business owners. Hardworking. Entrepreneurial. Busy. Active in their local communities.

Do you know who your target audience is? Ultimately, it's important to understand, because knowing who to attract will ensure the right messages are reaching the right people. It'll lead to new business growth. That's why as you're targeting audiences in marketing plans and media buys to promote your agency, we encourage you to consider the audience that makes the most sense for your business.

To narrow in on your target audience, ask yourself...

- Who is your ideal customer?
- Where is your ideal customer located?
- What are their day-to-day habits?
- What are their worries?

Why do they need the insurance and expertise you offer?

You'll find that the answers will give you a deeper understanding of who you're going after and how you can meet them where they are. You'll be able to craft your promotional content to be more in tune with your audience's lives, which will lead to an increase in brand awareness, sales and the quality of relationships you establish.

Questions? You or your agency can contact our team at any time. Send an email to marketing@fmins.com.