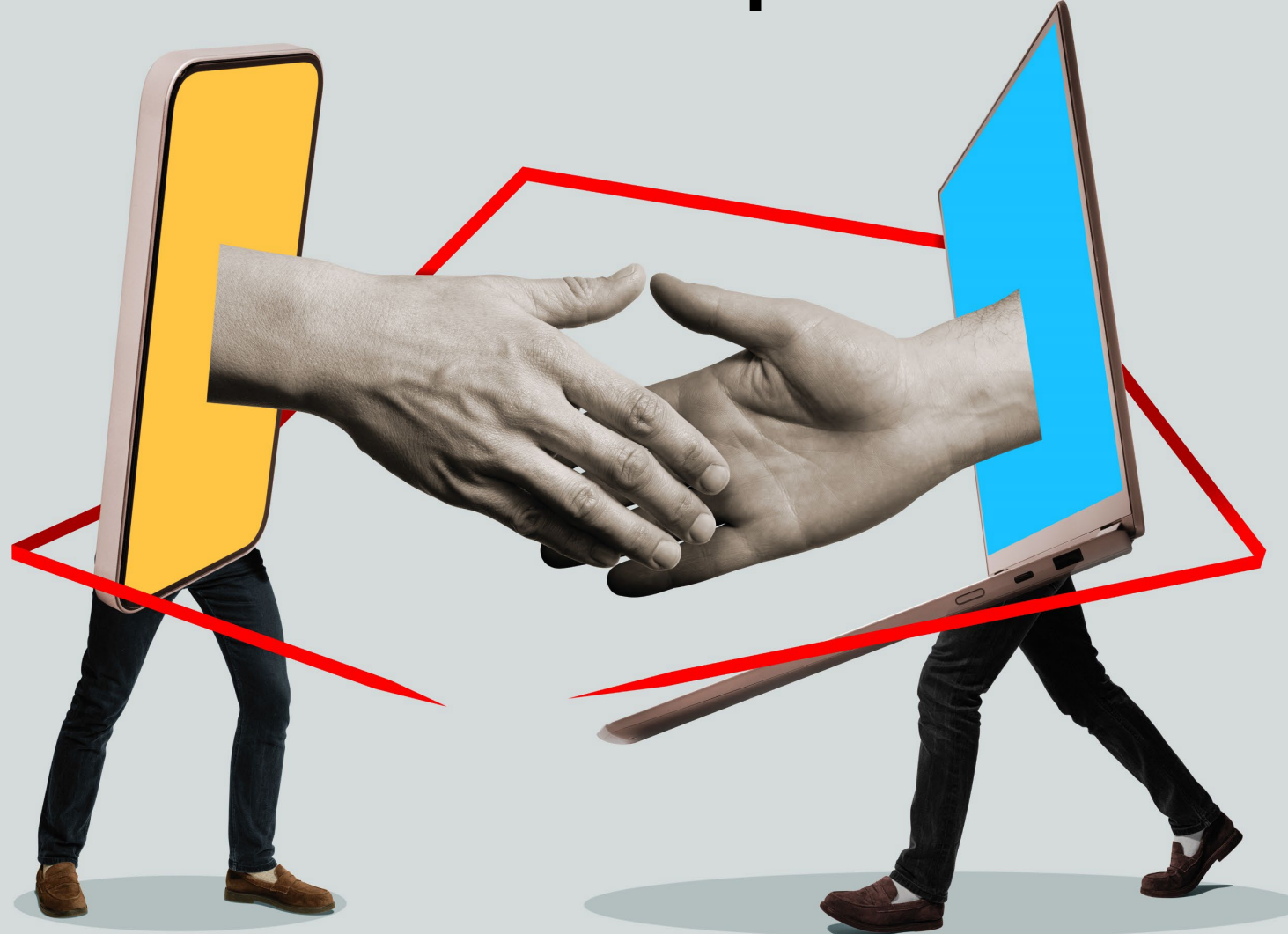


Social Media Marketing: It's a Relationship Business



JON



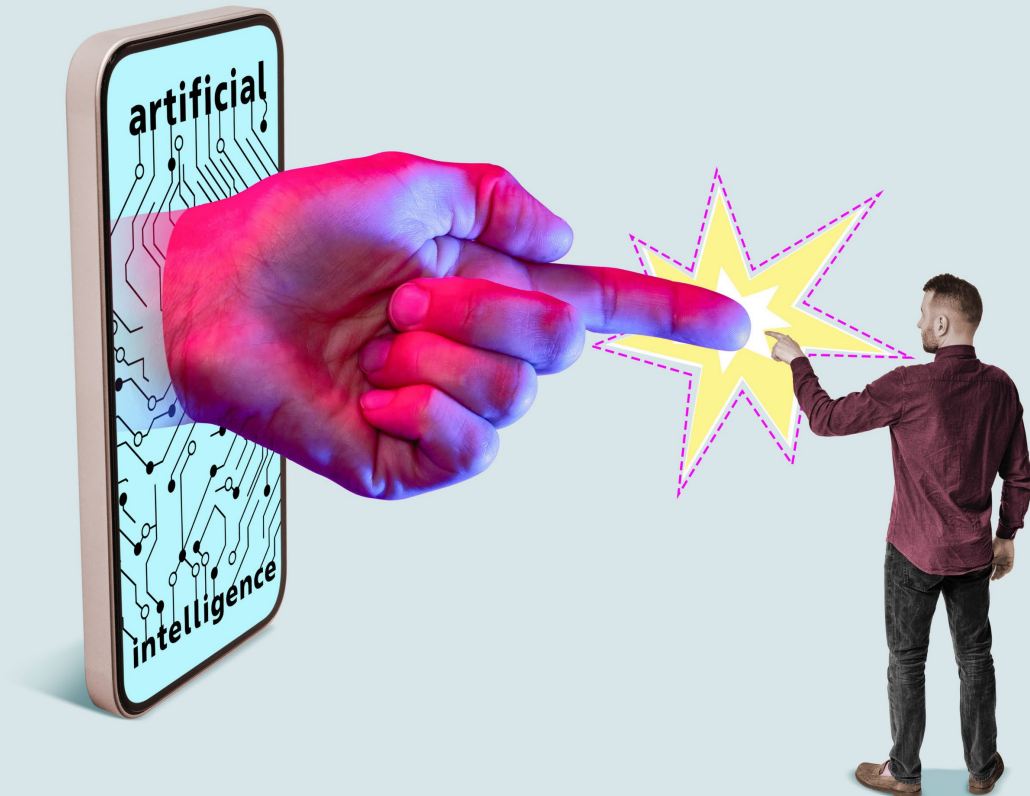
DANIEL



MARKET RETRIEVERS
FETCH YOUR TARGETS



Why even bother?



“We don’t see the ROI from doing **marketing.**”

“Our targets **aren’t on social media.**”

“The prospects we want don’t buy **insurance online.**”

“We’re a **relationship business.**”

Why even bother?



89% - Use Google Reviews

90% - Actively use social





74% - Researched insurance








50% - Bought insurance

51% - Parasocial relationships

Analytics

Brand Health Channels overview for the past 30 days

CHANNELS	TOTAL FOLLOWERS [?]	NEW FOLLOWERS [?]	NO. OF POSTS [?]	REACH [?]	ENGAGEMENTS [?]
 Insurance	3,195 ↑ 0.1%	3 ↓ 57.1%	26 ↑ 73.3%	22,364 ↑ 82.9%	1,015 ↑ 359.3%
 Insurance	235 ↑ 0.0%	2 ↑ 100.0%	13 ↑ 30.0%	940 ↑ 31.1%	75 ↑ 15.4%
 Insurance	376 ↑ 1.3%	5 ↓ 54.5%	14 ↑ 16.7%	937 ↓ 17.7%	114 ↑ 4.6%
 Insurance	NA [?]	NA [?]	NA [?]	0	119 ↓ 0.8%

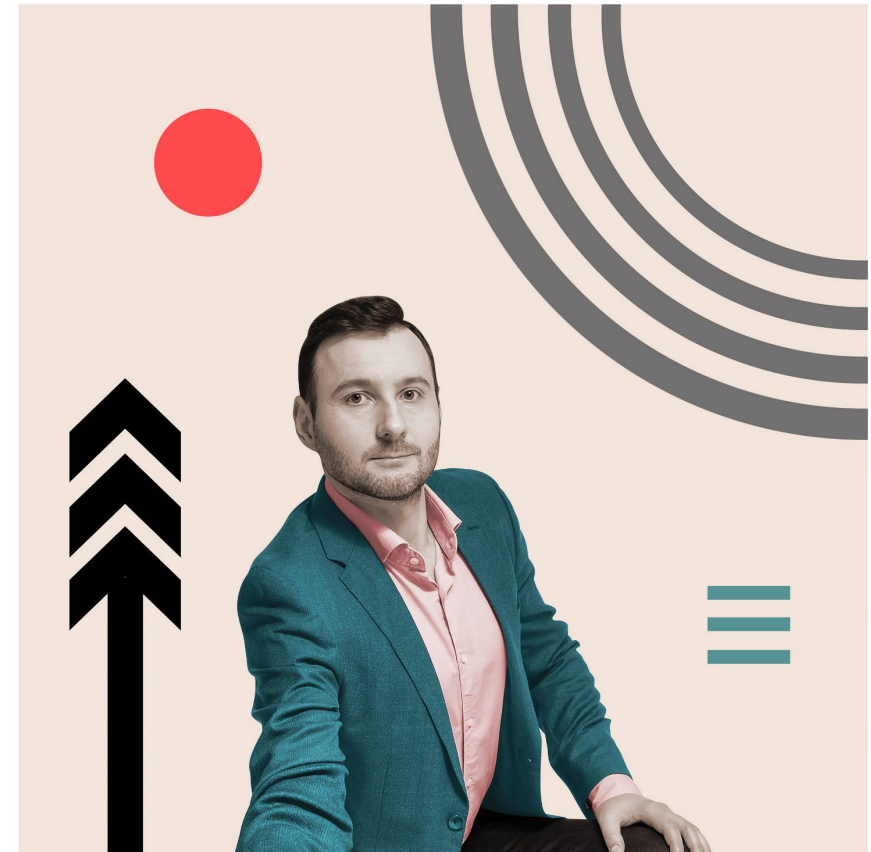
Add more channels       

Small biz websites = 500-2,500 views/month

Relationship business

Parasocial
relationships

Online
relationships



Brand Awareness

1. Top of Mind
2. Sharing content
 - Engagement
 - Active share
 - Dark social



How do you start?



Find your audience:

1. LinkedIn
2. Facebook
3. Instagram
4. YouTube
5. Others

Know your audience



What does your audience want to know?

Content that:

1. Entertains
2. Connects
3. Answers their questions



“I want to educate our clients.”

1. Personality
2. Authenticity
3. Agency Culture



DO

When do I need to report my Crop Production



Nancy Wallesen
Crop Insurance Specialist



OUR MISSION

MORGAN
Bartlett Baggett & Shands
INSURANCE



FACILITATE A POSITIVE CLIENT EXPERIENCE

ON THE BLOG

Check Your Homeowners Insurance Before You Become a Home-Share Host



COMMUNITY

PARTNERS



KNOW YOUR RISKS



PARTNER WITH US

"You have brokers then you have partners... Will and his team are partners..."





- Brent H.




DON'T



It may cost less to insure your life with Farmers New World Life Insurance Company®

The average monthly cost for auto insurance in the U.S. ¹	\$179	
The average monthly cost for homeowners insurance in the U.S. ²	\$152	
Monthly cost of a 20-year term life insurance policy from Farmers® for a 35-year-old male*	\$76.85	
Monthly cost of a 20-year term life insurance policy from Farmers® for a 35-year-old female**	\$64.35	

*Calculated monthly cost for a 20-year Farmers Value Term policy with a \$1.5 million face amount for a 35-year-old male
**Calculated monthly cost for a 20-year Farmers Value Term policy with a \$1.5 million face amount for a 35-year-old female
Farmers Value Term Policy form: ICC18-TERM (TV) or applicable state variation. Available face amounts may vary. Premiums are subject to change after the initial level premium period.
Issuance of a policy and premiums are subject to underwriting guidelines and approval. Hypothetical scenario shown above. Please refer to the basic illustration for guaranteed elements and other important information. Benefits and values are not guaranteed, assumptions on which they are based are subject to change by the insurer, and actual results may be more or less favorable.
Sources:
¹May 2023, NerdWallet, Average Car Insurance Cost for May 2023
²May 2023, NerdWallet, The Average Home Insurance Cost in the U.S. for May 2023
5688151.1 09/23



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Looking for Content?

1. People/Team
2. Community/Local
3. Unique Coverage
4. FAQs



Have a plan

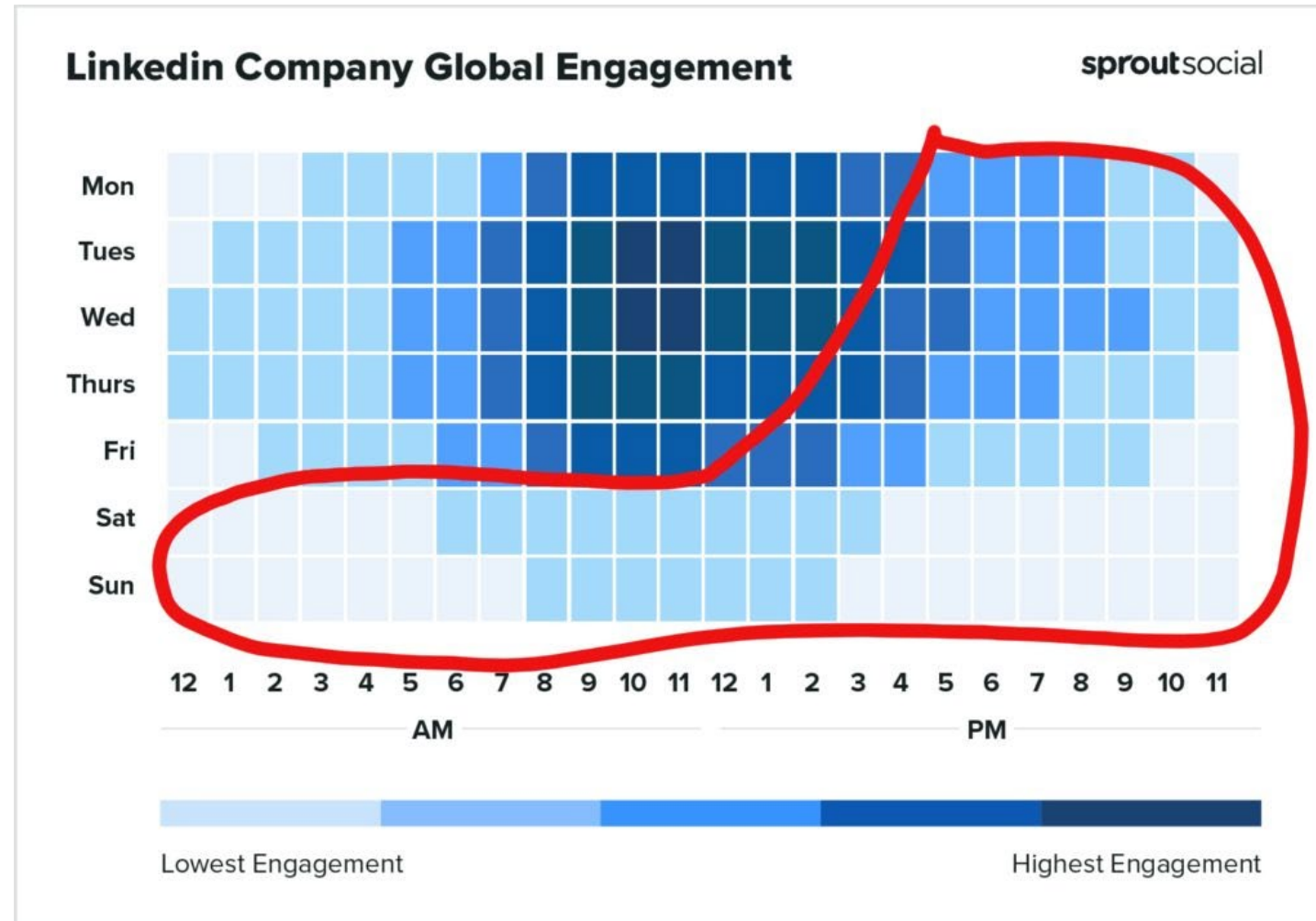
1. What content will you post?
2. Where will you post it?
3. How often?
4. How will you measure/track it?
5. Who will be the lead for it?



IDEA

How Often and When?

1. 2-3 times/week
2. Mon-Thur best
3. Morning best

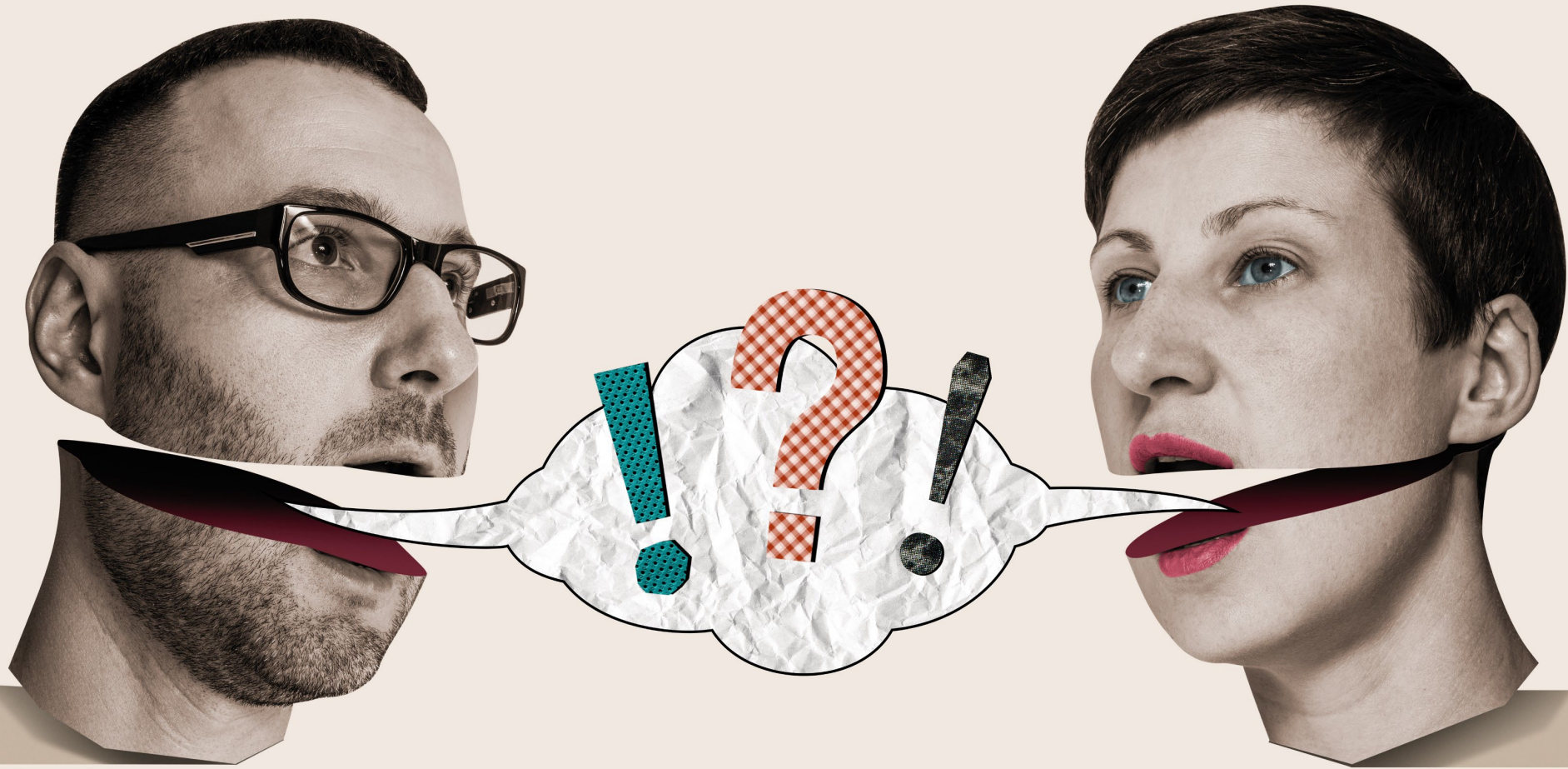


How will you measure ROI?

1. Awareness 2. Impact 3. Data



Who will Lead It? Who will Coordinate?



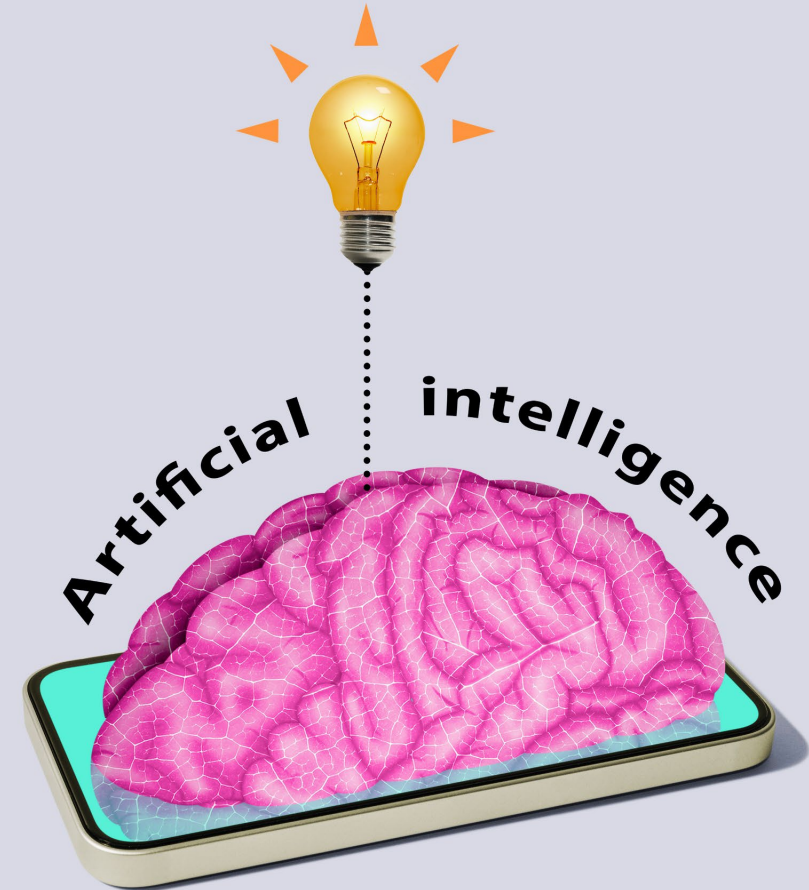
Tools You Can Use

1. Art/Pics
 - a) Canva
 - b) Stock
2. Content
 - a) AI...
3. Scheduling
 - a) Sprout
 - b) HootSuite
 - c) Zoho
 - d) FB/IG planner



AI Tools

1. Content Development
 - a) ChatGPT
2. Content Generation
 - a) Jasper
 - b) Grammarly
 - c) Canva Magic Studio
 - d) Adobe AI Tools
 - e) LinkedIn AI Rewrite



Video Content

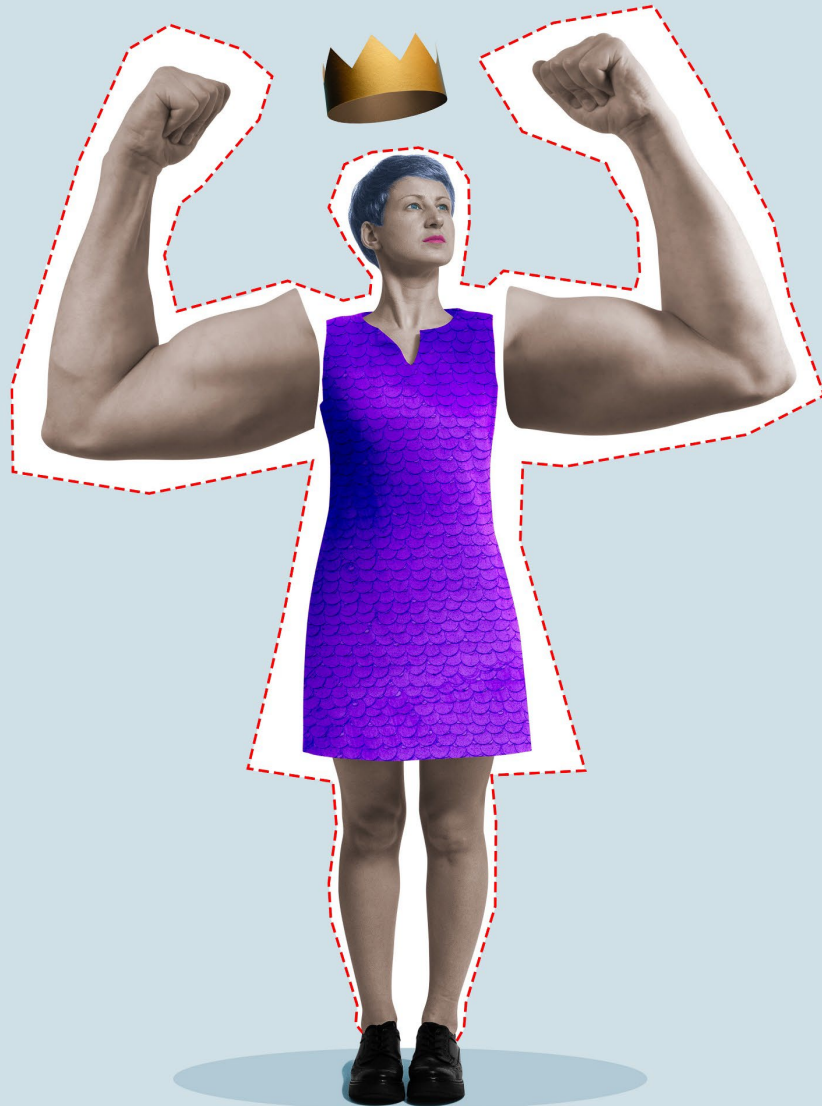
1. Start simple
2. Quick FAQs
3. Be casual
4. Vertical footage
5. Under 90 seconds



Goals

This marketing is for:

1. Strengthening relationships
2. Adding referral opportunities
3. Branding and awareness





Added Value

- Recruitment and Retention
- Carrier/partner interaction
- Community



Questions?

How can we help you?



marketretrievers.com

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