

There are many ways you can leverage technology and digital channels to connect with your customers. Try boosting your business with these ideas:



COMMUNICATE WITH EMAIL & PHONE CALLS

These communication channels may seem like an obvious go-to, but they're too important not to mention. There's power in letting your customers know that help from their Independent Agent is just an email or phone call away.

Use email to check in with your customers. Let them know about relevant changes to the industry, keep them up to date with safety and coverage tips and schedule annual review calls to make sure their policies are still right for them. This could lead to great **cross-selling** opportunities!

Try creating a **referral rewards program** – where customers can leave **Google™, Yelp and/or Facebook reviews** – and share the news with your customers via email. Did you know that **93 percent of consumers say that online reviews impact their purchasing decisions?**¹ That's a good reason to incentivize your customers to leave feedback. And **68 percent of consumers will leave a review if asked!**²



ENGAGE WITH SOCIAL MEDIA

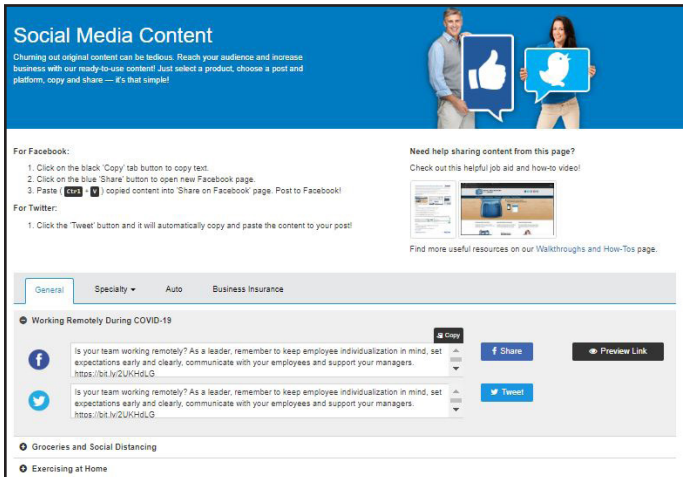
Social media is an important addition to your agency's marketing mix, and a great way to digitally connect with your customers. Strategically using social media can help you:

- Raise awareness for your agency
- Build brand trust, credibility and a stronger reputation
- Create a space for open conversation and better customer service
- Drive traffic to your website



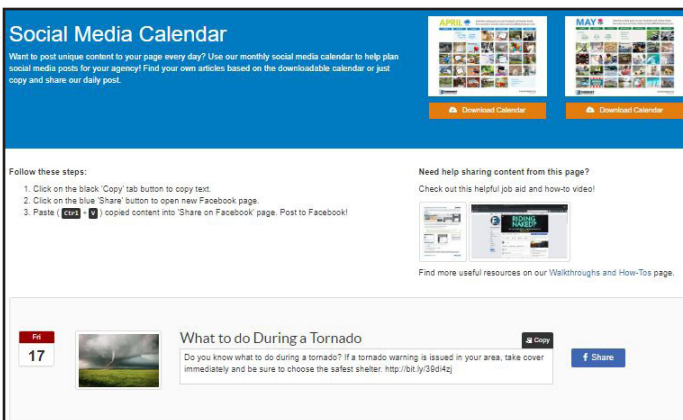
The screenshot shows the 'SOCIAL MEDIA SUITCASE' website, powered by Foremost Insurance Group. The page features a navigation menu with options like 'Essential Learning', 'Social Media Content', 'Bair Necessities', 'Social Media Guide', 'Social Media Calendar', and 'Walkthroughs and How-Tos'. The main content area displays an open suitcase filled with social media-related items like a smartphone, a camera, and a passport. To the right, there are three key benefits listed: 'Make the most of your posts!', 'Check out our guides to jumpstart your social media marketing!', and 'Learn top techniques to create great posts!'. At the bottom, there are four sections: 'Grab and Go Content', 'Social Media Calendar', 'Social Media Guide', and 'Walkthroughs and How-Tos', each with a brief description of the resource.

Foremost® created **SocialMediaSuitcase.com** to empower Independent Agents with top-notch digital marketing tools. It's a free resource that will help you employ social media to connect with customers, reach new followers and boost your business. In the Suitcase, you'll find:



GRAB-AND-GO-CONTENT

Finding the right content to share can be time-consuming, so we created a library of unbranded, ready-made posts for you to share! Our content covers many topics that your customers will find relevant, helpful and interesting.



SOCIAL MEDIA CALENDARS

Stumped on what to post every day? Our calendars provide easy-to-share ideas for every day of the month! Use our content to engage your followers and start valuable conversations.



SOCIAL MEDIA MARKETING GUIDE

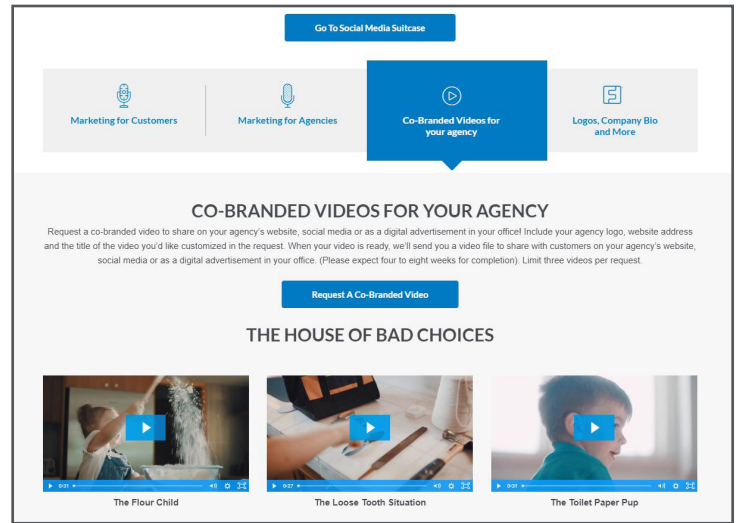
Whether you use social media every day or have never touched it, our Guide to Social Media Marketing has something for you! Find social media success with chapters covering how to create a page for your agency, take better smart phone photos, schedule future posts and more.



REQUEST A CO-BRANDED VIDEO

Looking for a unique way to reach customers? Try requesting a FREE co-branded video from Foremost!

Under the Marketing tab on **ForemostAgent.com**, we offer a variety of videos that can be co-branded with your agency's logo and contact information. These videos are a great way to create a dynamic online presence. They can help you start conversations with customers, reach new social media followers and bring more attention to your agency.



Did you know that video posts have the highest engagement rate on Facebook compared to any other type of post? Here's an engagement rate breakdown:

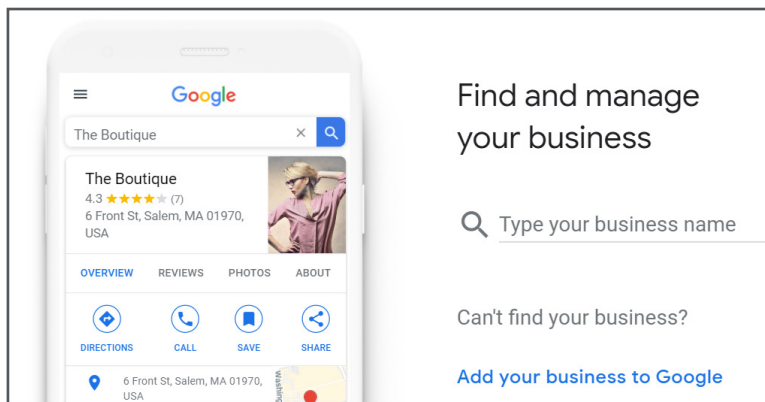
As you can see, sharing a co-branded video on Facebook could be an effective way of generating lots of organic buzz for your business. You can also try sharing these videos via YouTube, email and your agency's website.



CLAIM AND MANAGE YOUR GOOGLE BUSINESS LISTING

Claiming your business listing on Google—and keeping it up-to-date—makes your agency much easier to find and contact online. Best of all, it's a free resource!

In today's digital landscape, maintaining an updated Google listing is vital for your agency. People in your community are searching Google for "nearby insurance", and some may be searching for your agency specifically. If you're not fully there online, consumers may choose someone else who is, and you'll miss out on a real life customer!



When it comes to your listing and digital marketing in general, remember **NAP**:

- **N**ame
- **A**ddress
- **P**hone Number

These are the three most important pieces of information to keep current. Make sure they match on all of your agency's digital channels (your website, Google listing, Yelp listing, social media pages, etc.) If this information is consistent and identical on all channels, it will greatly improve your agency's **Search Engine Optimization (SEO)**, helping you get towards the top of search results and driving organic online traffic to your agency.

Go to **SocialMediaSuitcase.com/walkthroughs-and-how-tos** for step-by-step guides to claiming and managing your agency's Google listing, as well as improving SEO.



BUILD KNOWLEDGE AND KNOW-HOW WITH FOREMOST EDUCATION®

This section is more about how you can digitally connect with Foremost — and, in the process, learn even more new ways to connect with your customers!

Foremost Education hosts a variety of insurance courses and sales training to help you identify opportunities and approach customers effectively. Whether you're a new or seasoned agent, we offer an assortment of learning options that will help you grow your skills so you can grow your agency. Check out our:

- Free Courses
- Continuing Education
- Insurance Essentials Series
- Webinars
- Sales Improvement Workshops
- Specialist Designation Programs

Log on to **ForemostEducation.com** to get started.



1. Podium, 2017 | Learn more: <https://bit.ly/2Xs42GY>
2. Bright Local, 2019 | Learn more: <https://bit.ly/2V0wbTy>
3. 99 Firms, 2020 | Learn more: <https://bit.ly/2yMbqIX>

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