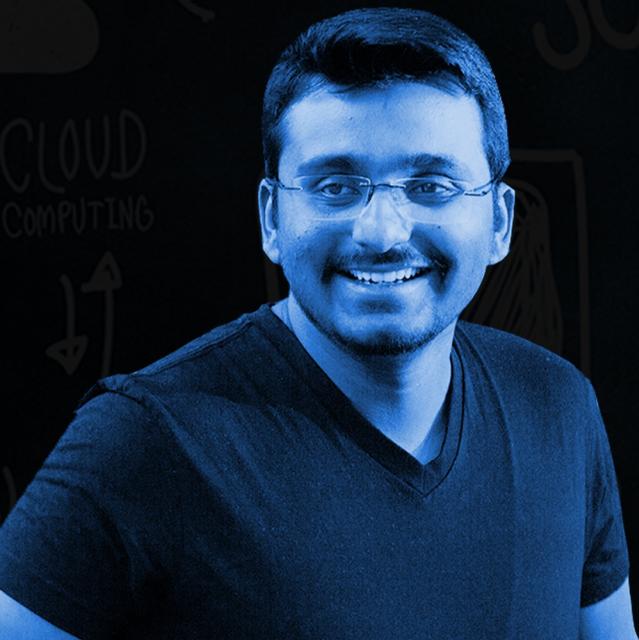


websites and applications used for social networking.

WORKING

THE GOOGLE WAY

**COMPILATION OF MARKETING TECHNIQUES
FOR INSURANCE PROFESSIONALS**



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Chapter #1

Work Like Google

Majority of our decisions are influenced by GOOGLE results, aren't they? The secret of GOOGLE's success lies in it's understanding power of users' needs and catering to it accurately. Similarly while selling insurance you have to understand the needs of the prospect before you even start your sales pitch.

The success recipe for GOOGLE has been the 'USER DATA' which is supported by superior technology. GOOGLE understands you from the DATA you provide in various forms like your Searches, your Google Account Preference, and the Websites you visit etc.. Infact GOOGLE has gone ahead and built a Billion Dollar Advertisement business around the 'DATA' you provide.

Assume that your close friend approached

you for an advice to buy a mobile phone. Unconsciously will you not process his ability to use the phone, financial capacity and other such information before recommending any particular brand? This can be compared crudely to the way how *GOOGLE* gives you recommendations based on the information that *GOOGLE* has collected previously about you.

For an Insurance professional working the *GOOGLE* way can offer immense improvement in Sales Closure Rate. The more the information you have about your prospect, you unconsciously tend to recommend the solution your prospect is expecting. In the coming section let's dive into techniques that will help collect information about the prospect.

Summary

- 1) Data is the key to success
- 2) More the data, higher the Sales closure rate

Chapter #2

Ways to Collect Data

In this chapter let's dive deep into the various basic and innovative techniques to collect data about your prospect.

Start with Basic Information

Start by collecting basic information like name, email, and phone number and so on.

Collect More Information

Employ techniques given below to collect additional information like annual income, hobbies, financial priorities etc..

Update Information as you collect them

Regularly update the data that you collect as and when you collect it to your prospect management tools. Refer Tools chapter to

make use of tools available for prospecting

Techniques you can employ to collect data

Ask More Questions

Let's face it. Life Insurance is not the most desired topic to discuss with your prospect. By mastering the simple art of asking questions, you can get better information. We have listed some techniques that you can employ to get quality information about your prospect:

#1: Give out information to get information (Eg. I have started saving for my Retirement, have you?)

#2: Ask direct questions (Eg. What's the nature of your job?)

#3: Ask opinionated questions (Eg. House rent have gone up nowadays, what do you think about it?)

Monitor Social Media Interests

Social media like Facebook, LinkedIn and Twitter can be the best source to find new prospects with rich data.

#1: Facebook and LinkedIn profiles can be the best source for prospecting. Try to collect as much information available like Work, Designation and more.

#2: Pay careful attention towards status updates, interests & posts. They can give you insights on type of product your prospect may be interested in.

#3: Monitor the comments & likes on the content you share. This will help you understand what type of solution your prospect will be interested in.

Leverage Emails

Traditional email is still the best and

popular way of prospecting. Email Marketing solutions have advanced recently and provide you various data insights like open rate, automatic rating of email list, heat map of email etc...

#1: Bucket your content in alignment with the customer's interest. Eg. Classification of contents like retirement article, insurance for HNI, personal finance tips etc., will help you to send targeted emails.

#2: Classify your email list based on the customer's interest. You can start by adding email to generic list, and start sending contents from different buckets. Based on the open rate you can later re-classify them based on their interests.

Online Survey / Quiz

Surveys and Quiz are the best source to collect quality information about your client.

#1: Design surveys / Quiz in such a way that it collects maximum information about your prospect.

#2: Surveys should typically contain no more than 8-10 questions and should be of objective type.

#3: Surveys with some small rewards tend to have more participants than the surveys without any rewards.

Refer Example section to find out sample survey and quiz on Insurance.

Ask for Referral from your Existing Clients

Existing clients are the best source of Lead Generation. Never miss an opportunity to ask for referrals.

#1: Have a referral form that captures

information instantly and easily.

#2: The right time to ask for referrals is when your client experiences "WOW" factor from your service.

Chapter #3

Quick Content Generation

"Feeding the content monster"

In this chapter let's explore the different methods that you can employ to generate stunning contents.

In the era of Digital Marketing, many Digital Marketers find it difficult to generate relevant content constantly. Let us accept the fact that we cannot create all the content by ourselves. Let's get a bit smarter. Below are some techniques that you can employ to feed the content monster.

Video Marketing

The main benefit of video contents is it's power to convey the message to audience who are not avid readers. The flip side is creating video content is still a costly affair.

With the increased availability of open source video editing tools, modifying the video has become easier than before.

It's easier to convert an existing video clips of popular movies, TV shows or even TV serials into a marketing pitch. A typical example is how 'Baghban' movie clip was converted to Retirement Planning sales pitch.

Refer our Example Section for the sample video clips.

Image Marketing

We don't see a 'word' as series of letters, we see them as pictures. People tend to remember images more accurately than the words and it has a larger memory life.

Visuals have power to communicate a message quickly than text. One more

benefit of visuals is that you need not write a long article to explain a message

To quickly generate visuals you can use these below techniques

#1: Make use of free online image editors (Refer Tools chapter to get the list of free online tools for image editing)

#2: Make use of free images to build your story (Refer Tools chapter to get list of free image providers)

#3: Use the readily available images for marketing (Refer Tools chapter to get list of image providers)

#4: Use newspaper clippings effectively (Refer Example section)

Convert latest NEWS as a data to market your product / educate

We are all bombarded with the news aren't we? You can make use of the NEWS to market your product / solution. NEWS here acts as DATA for justification of the solution you are offering.

During the period of De-Monetization, banks started to slash the interest rate on the deposit rates. Many Insurance companies used this NEWS to promote their product which provided greater returns.

Refer Tools chapter to find out apps that provide readymade marketing contents for marketing.

Refer Example section to find more examples on how NEWS can be used for marketing your product.

Other Content Generation Ideas

#1: Share the press releases from the industry

#2: Share the contents from the Blogs along with your opinion

#3: Storify your Client's success

#4: Write articles on Frequently Asked Questions that your client's ask you

Tools & Examples will be followed shortly.

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