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Marketing Ideas

11th February 2019

OVERVIEW

Working together to make a marketing plan including new goals and action plans for utilizing the marketing tools available to us to create greater brand awareness, drive new business, and further emphasize a positive community impression.

OBJECTIVES

1. Create new marketing goals for 2019
2. Better utilize the marketing tools available to us

Marketing Tools

- Social Media: Facebook, LinkedIn, Twitter
- Online reviews: Yelp, Facebook, and Google
- Agent Quote Landing Page
- State Farm provided marketing materials: email and mailers
- Online Advertising

Marketing Goals

Social Media

We've been pretty successful being more active and consistent on Facebook. Perhaps we should consider working in a similar strategy for LinkedIn and Twitter to expand our online reach. To increase our audience I think we should consider and look into advertising with Facebook, and make sure everyone has social media buttons on their email signatures, as well as links to all social media profiles on the website and each profile.

POTENTIAL ACTION ITEMS:

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- Create a plan with timeline to start implementing posting schedules for LinkedIn and Twitter
 - Consider/research Facebook Advertising
 - Create and use buttons and links
 - Continue to focus on community involvement and fun/interesting posts to build a positive brand identity as well as engaging followers by encouraging participation with conversations/Q&As/polls, etc.

Online reviews

Create a positive online reputation by building up good ratings with online reviews, which will move us up in online search results (SEO) and increase web traffic ultimately driving more online quotes.

POTENTIAL ACTION ITEMS:

- Build an action plan
- Ask regularly (during positive interactions in person, over the phone, or email)
- Request page manager access if needed (Google and Yelp)
- Link to sites (email signature)
- Designate a team member to respond consistently
- Set goals --quality reviews (getting team into habit of asking)
- Consider a social media or email campaign

Agent Quote Landing Page

By utilizing and promoting this feature we can increase online quote, ultimately driving more business and creating a greater online presence.

POTENTIAL ACTION ITEMS:

- Come up with a plan to share/promote on Social Media
- Use in an online referral promotion
- Consider use in online advertising

State Farm Marketing Material: email and mailers

Making use of what is provided to us has little cost with great potential for benefit by increase brand awareness and potentially driving business. We should be actively brainstorming new ways to market ourselves to potential clients as well as current clients. We successfully utilize things

like refinance letters and medicare supplemental insurance packets to drive business, what other products/material can we use?

POTENTIAL ACTION ITEMS:

- Research materials available
- Brainstorm out-of-the-box ideas
- Compile suggestions from State Farm Marketing pages on ABS
- Think of ways to include different team members for greater impact
- Create an action plan to utilize what we have found and come up with
- Have a follow up meeting to compile gathered material for establishing final plan

Online Advertising

The internet, especially social media, is the new frontier for advertising. By utilizing compliant advertising options available to us (some even qualify for marketing stipends?) we can increase web traffic, grow our online presence, and hopefully boost online quotes resulting in greater sales. It's another stream of potential business that we have barely tapped into.

POTENTIAL ACTION ITEMS:

- Research compliant advertising options
- Consider Facebook advertising or boosting posts for greater impact
- Cross advertise yourself by promoting different pages or services on various social media profiles