

Insurance Agency Facebook Strategies

Presented by Agency Marketing Machine



#1 What To Post

Engaging material
that entices Likes and Shares

- Team action in and out of the office. People love learning about what others are up to!
- Spotlighting local businesses worth recommending
- Rallying for worthy causes and highlighting support given to those in need
- Funny remarks about agency, team, or of general interest
- Motivational items that are in line with agency's culture
- Interesting facts and "Did You Knows?"
- "How-tos" and other educational materials

VS.

What Not To Post

"Salesy" material
mainly focused on insurance

- Sprinkle in posts from time to time with insurance related tips
- Explicit opinion on extremely controversial topics, such as political inclination

#2

Photos vs. Videos vs. Text-Only

- Photos generate higher engagement than text-only posts
- Videos average 62% more engagement than photos
- **Basically, never post only text**



#3 Links vs. Uploaded Images:

It's always better to upload an image than to rely on the one automatically suggested by Facebook...

- A Facebook automated image generated by a link results in 2% reach, on average.
- Uploading an image into posts results in 10-20% reach

#5 Create The Habit:



Spend and allow time for sharing, liking and commenting

- Team should schedule 10-15 valuable minutes per week
- Divide posts and make each staff member responsible to post x# per week
- Did You Know?** Brands that post 1-2 times per day get 32% more "Likes," than those that post more.

#6 When to Post:

12:00 - 1:00 p.m.
on Saturdays & Sundays

3:00 - 4:00 p.m.
on Wednesdays

1:00 - 4:00 p.m.
on Thursdays & Fridays

Tip: Check admin **INSIGHTS** to see when your fans are online

#4 Getting Your Post In Front Of Thousands:

- Only 2% to 20% of you agency's Facebook fans will see your posts, so... Share, share, share. Refer to provided How-To-Share Guide for valuable tips.
- **Get the team involved!**
 - a. Give them Editor rights so they can post on the agency's page
 - b. Ask staff members to invite personal Facebook friends to "Like" the agency's page and posts (See provided "How To Invite" guide)
 - c. Encourage the team to post about referrals or quotes on their personal pages

#7

Create and Nurture Relationships

- Tag businesses, friends and relevant organizations on your posts. Through 'Touching and Tagging' technique on regular posts, you can stay top of mind
- Create a Center of Influence List, which are special groups of people you can easily "touch" from your personal Facebook page. (Check resource doc for specific steps.)