

WHAT YOU NEED

If insurance-related jobs are your main source of revenue, you know that connecting with clients is no longer a matter of making an appointment to visit their office. It has become increasingly difficult to meet the decision-makers in insurance companies and even if you do, you rarely get the time to explain your full service offer.

Fact: there's little hope of making your case with just a single presentation.

You need to develop and deploy your offer across multiple media platforms on an ongoing basis. Successful brand marketing requires

- A digital presence that accurately reflects your company and its image
- A comprehensive, modern website to ensure you stay fresh in today's digital market
- A social digital presence to connect with existing and potential clients and customers

Fact: every major insurer uses digital media to connect with their customers.

Would you expect to attract clients if you had a poorly maintained office in a run-down neighbourhood? Of course not! So why expect clients to view you favourably if you have an out-dated web presence?

WHAT WE DO

Most small to medium sized restoration firms do not have dedicated web or media managers; however, they do have a story to tell. What usually happens is that they set up various media sites and then can't keep these updated. That's where we come in.

Our services have a unique advantage: *We will set up AND update your media sites regularly.*

Just think of the advantage of being supported by the best-connected consulting firm in the

industry every step of the way. This is not a one-size-fits-all solution. We create unique content only for you: no cut-and-paste articles and news items but, instead, your company updates, new hires, new certifications, equipment upgrades, jobs, sponsorships, and so on. Fresh, current news as it happens, professionally worded to carry a positive message to your target market.

All you have to do is designate one or two people in your office – possibly someone at your front desk – to make a note of newsworthy content. That's it! We'll call them once a week, verbally collect the information, and convert that into multiple compelling messages that we will post to all your media sites.

WHAT YOU GET

Social media is a tool that, when used right, will effectively enhance your company profile and maintain a strong connection with your clients and customers. We'll make sure this happens. Here's how:



- Website content updates and maintenance on a regular basis
 - Staff news, industry news and updates, image and design updates
 - Temporary updates

facebook

A customised company page from where you invite your current and desired contacts to keep updated on company news, promotions and relevant news topics. Create discussions, answer questions from clients and make yourself available at all times. It also works very well as a microsite or as an extension of your main website. Updated frequently.



Use Twitter as a personality versus a company name to make it more likely that people will follow and stay interested. Maintain a stream of relevant information and follow all relevant, active users and use mentions, retweets and hash tags to generate a buzz about your company. Throw in other interests as well. For example, if you are interested in hockey, occasionally mention a game or tournament to create a more personable approach to the company as a whole.



Every single insurance company has employees on LinkedIn. A company LinkedIn page and a personal profile for all the key employees of your company is essential. The personal LinkedIn page can be linked to a Twitter account for periodical updates and to maintain an active page. The more active a LinkedIn page is, the more frequently it appears in general searches. This will keep the company name high in searches as well.

Blog -  WORDPRESS or  Blogger

A blog is another way to extend your website. For more fluid news, opinions and industry pieces, a blog is the best way to show your company voice in a longer format. There are no restrictions to the length of your blog article and your topics can cover a wide variety of topics without seeming non-sequential. Company blogs should be used by all members of the companies for a variety of voices and opinions.

Please note: Content must be provided by your company in all cases. Leave the rest to us.

It's as simple as that!

Forget about remembering passwords, don't worry about spelling and grammar, stop cramming more work into an already stretched schedule. Leave it to us!

Remember!

It's all unique content about your company constantly updated across multiple platforms and continuously visible to current and future clients.

And that's not all!

Our services include monthly reports from all sites, including the company website where possible. Find out how many new followers you get every month, visits to your sites, new comments, likes, retweets and mentions.

There's more!

Don't pay for what you don't want or need. We have fully customisable services that allow you to pick only what you need. Select the complete package or just one service. Upgrade or cut back when you want. It's your choice. We even offer customized PowerPoint or Prezi presentations to send out to your clients.

COMPANY CASE STUDY

For an example of how we can create a unique digital space for you, see below:

New Frontiers Travel Recruitment

Candidate site: newfrontiers.co.uk

Client site: newfrontiersclients.co.uk

Twitter: [@newfrontiersUK](https://twitter.com/newfrontiersUK)

Facebook: facebook.com/newfrontiersUK

Blog: travelrecruitmentblog.blogspot.ca

LinkedIn Page: linkedin.com/company/42969

CONNECT

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