



SENIOR MARKETING
SPECIALISTS

BRANDING RECIPE

For Insurance Agents

How to Create
or Improve
Your Online
Branding



**Your Brand is NOT a Logo.
Your Brand is NOT a Website.
Your Brand is NOT a Social Media Page.
Your Brand is NOT what you Sell.**

WHAT IS BRANDING?

Your brand is the associated feelings your prospects and clients have when they come across you or your information.

A great logo, a sleek website, or an interesting color is no match for a person's feeling of negativity.

Your brand can also give your clients and prospects a level of satisfaction or even joy to be working with you if you brand yourself correctly.

BRANDING SENDS OUT A MESSAGE TO THE WORLD

You can get a plain t-shirt for \$5, or the same t-shirt with a Nike swoosh for \$19. That Nike swoosh represents athletics; a personal message to the world that you like sports or personal fitness. By wearing that Nike t-shirt, you are telling the world something about yourself.

Your agency can have the same type of messaging.



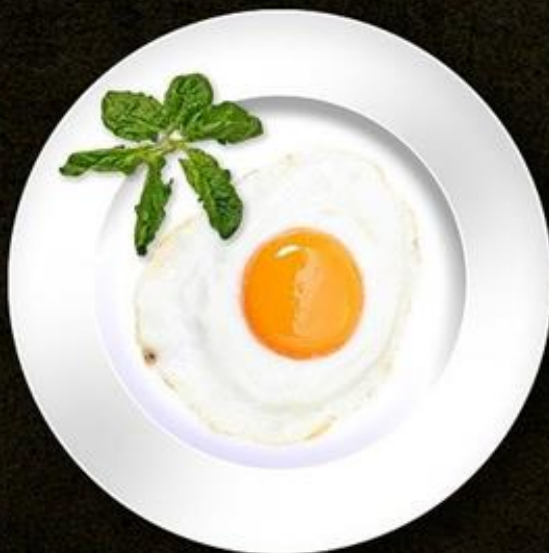
DO I EVEN NEED A BRAND?

YES. ABSOLUTELY YES.

A brand will separate you from the competition. You are no longer “just another insurance agent or agency.”

Your brand will help clients remember you (which leads to referrals).

Your brand can lead to more effective marketing by association. The more people see a branded message, the more likely they are to act.





ESSENTIAL INGREDIENTS



There are 4 major ingredients to building a brand:

- I. TAGLINE/SLOGAN
- II. LOGO
- III. WEBSITE
- IV. FACEBOOK PAGE

WHO AM I DOING BUSINESS WITH?

Before most people pick up the phone or send an email, they will want to know who they are initiating contact with. What can they expect when they meet you?

Your message or tag line can help ease the caution and encourage prospects to reach out.

What is your message?

You can have a tagline or slogan to help people know more about you and your agency.

Slogan vs Tagline

Slogan:

Encompasses a company mission and what you stand for.

Tagline:

Catchy sentence or quip that helps build the brand in a prospect's or client's mind.

Slogan examples:

MasterCard: "There are some things money can't buy. For everything else, there's MasterCard."

M&M's: "Melts in your mouth, not in your hands."

Tagline examples:

Nike: "Just Do It."

Apple: "Think Different."

YOUR MESSAGE

Which should you do? That is up to you!

As an insurance agent serving the Medicare population, you are limited to certain phrasing when it comes to your title. “Medicare expert” or “Medicare specialists” cannot be used. However, these examples can be used as a tagline.

Example:

Bob Smith (Name)
Insurance Agent (Title)
Specializing in Medicare (Slogan)





Leave this one to the professionals.

Your logo is a visual representation of you and your agency.

As a health insurance agent, you want your logo to represent this. Sure, you may be passionate about horses, or boats, or cars, or cats, or numerous other things, but that is not what your business is about.

HIRE IT OUT

We recommend letting a graphic designer work with you to make sure your logo is done well.

You can find one locally or visit Fiverr (<https://www.fiverr.com/>) to hire one virtually.

WEBSITE

HOT		ICED	
2.44	espresso	2.77	
2.44	americano		
3.00	macchiato		
3.00	cortado		
3.24	capuccino	4.02	
3.70	latte		
4.25	mocha latte	4.50	
4.25	caramel latte	4.50	
4.16	vanilla sugar latte	4.50	
3.21	hot chocolate	3.70	

HOT		ICED	
varies	pour over coffee	varies	
3.70	rishi masala chai	4.02	
3.70	bhakti ginger chai	4.02	
3.00	loose leaf rishi tea	3.00	
	earl grey	maté lemongrass	
	ceylon single estate	turmeric ginger	
	white oolong	tangerine ginger	
	jasmine green	bergamot sage	
	moroccan mint green	mystic mint	
	all 5.00	flavors vary	3.24

ORDER HERE

Your Agency Menu

WHAT'S ON THE MENU?

The purpose of your website is for visitors to act. You want to give them enough information to make them aware of your capabilities and to contact you.

We recommend at least 4 pages:

Home page

This is your main page. This must be a warm, inviting, and clear message. You only have about 5 seconds before visitors decide to click further into the site or leave it.

About Us

This is where your bio is located. This gives people some idea about you, such as where you are from, your hobbies, personal interests, etc.

Insurance Types

What kind of insurance do you offer? Give brief overviews of each.

Contact Us

The most important page. This is where your leads are generated. A form is essential here so clients don't have to open their own email and generate a message and can do it right from your site.

Your other information should be predominantly displayed as well, such as phone number and address.

A row of Robertson's Spice People product containers. From left to right, there is a glass of beer, a container of Cinnamon, Cloves, Coriander, and Crushed Chili. Each container features the Robertson's logo, which is a green circle with a white ship and the text 'ROBERTSON'S THE SPICE PEOPLE'.

GOOD MEASURE

Simplicity

The easier your site is to navigate and read, the more likely people will stay on there long enough to decide to contact you.

The more complex your site, the more people will seek out alternate sites that require less thought and effort.

Loading Times

Just like your dinner, you don't want to wait. The longer your site takes to load, the more impatient your visitors will be.

Google recommends no more than 2 seconds. You can test your website on Google by going to their Page Speed Insights tool. [CLICK HERE](#)

Mobile Friendly

Almost 40% of all website are opened on mobile devices (phones or tablets). Make sure your site is mobile friendly.



SOCIAL MEDIA

Serving the
Public

BEING SOCIAL

Think of your Facebook Page (the main social media platform for the Medicare beneficiaries) like a dinner party.

You want to be interesting to new people and carry on a conversation with them. You also want to be relevant to existing friends.

How can you do this? Read on...



THE BASICS



Frequency

3-5x's per week

That may seem like a lot, but only 6-10% of the people who liked your page will see any given post. That means you will need at least 10 posts to reach 100% of your audience.

Images & Media

Never post without an image. Media, photos, videos, and Facebook Live will greatly increase the interaction of your posts.

Be Personable

People build relationships with individuals, not companies. Do you like your auto insurance company's Facebook page? Most people don't. However, they may like the agent that works for that carrier. The same is true for you and your agency. The more people feel connected with you, the more they will engage.

Watch Your Analytics

On your business page, there is an Insights section. Click on it and take a look around. There is a lot of data on there to help you become better at engaging with your audience.

TABOO TOPICS

If it can potentially offend someone, don't post it. Religion, politics, crude humor, and other such topics can quickly turn off prospects and clients. If you are thinking "Should I post this?" the answer is probably no.

POSTING IDEAS

BE INTERESTING

No one likes boring or irrelevant content. You would never try to win over a stranger's attention by starting an uneventful conversation; so DON'T do this on your Facebook page.

Not every post has to be earth shattering, but don't just post content to post something.

BE RESOURCEFUL

Do you have information that can help me? Can you save me money on my prescription drugs? You probably have more resources than you realize. Share them!

POST IT AGAIN

Remember, only 6-10% of people who like your page will see your post. It takes 7-10 interactions for people to act. If you have a great performing post, you can post it again next week, or next month, or next quarter.



Don't go negative

Posting hateful or negative things on social media can start a viral onslaught of people against you. This includes insulting your competition or others.

PROFESSIONAL RESOURCES

NEED CONTENT?

Agents who have an active contract with Senior Marketing Specialists have access to SMS Agent Connect Facebook Group which posts content for agents to use on their social media along with other resources.

[JOIN SMS AGENT CONNECT HERE](#)



WHAT TO DO NEXT

Answer and act on the following questions:

DO YOU HAVE A TAGLINE?

Make yourself more memorable to prospects and clients

LOGO

If you don't have a logo, get one

If you have one, is it modern & relevant to your business?

REVIEW YOUR WEBSITE

Is it modern?

Is it easy to contact you?

Do you have too much information?

SOCIAL MEDIA

Focus on Facebook

Are you posting at least 3-5x's per week?

Are you posting useful information?

TREAT YOURSELF TO SUCCESS





SENIOR MARKETING **SPECIALISTS**

BRANDING
WHAT DO YOU WANT HERE