CONFLUENCY SOLUTIONS PRESENTS
Best Practice
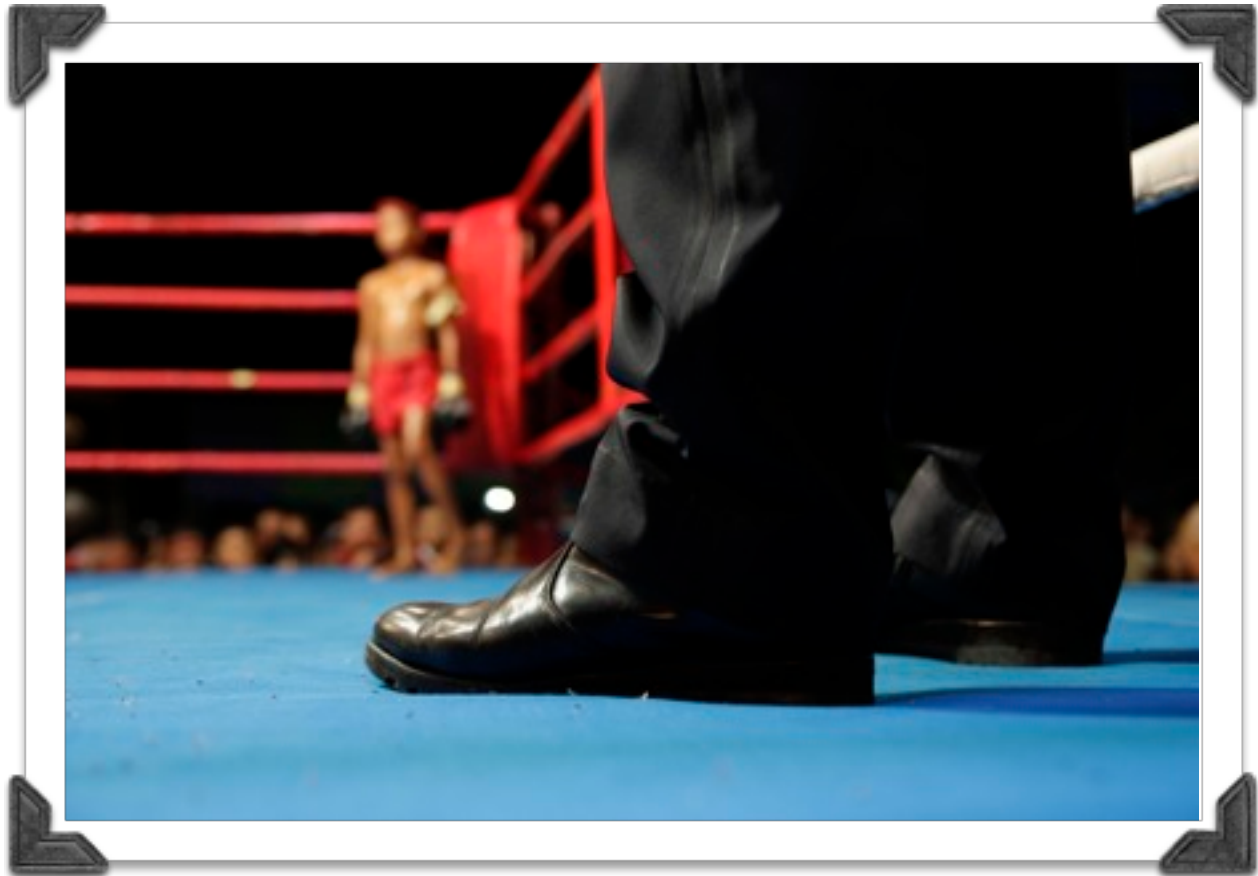
MAIN EVENTS

Road Work, the Heavy Bag, and Sparring...

Get in the ring, score a knock out.

Web marketing is not a matter of turning your insurance agency into an 'e-agency', but rather a series of pragmatic decisions to incorporate web services and resources into your otherwise 'standard' agency practices. Confluency's Best Practice series is designed to give you a range of options your insurance agency can implement right away. Reducing marketing costs, writing more quality business, and capturing younger customers are not mutually exclusive goals. Learn how to make your website resources and other web services a traditional part of your agency practices.

How do I get to the main event?

Confluency is proud to be bringing these ongoing, practical sessions and resources to insurance agents free of charge. To learn when sessions are scheduled and sign up just subscribe to Confluency's Act cFluent Newsletter at www.cfluent.com. Confluency's customers need do nothing - you will be automatically enrolled.

What's on the event card?

Every session will be a little different. Most sessions will include an instructional web streaming video and at least one live webinar event. Some sessions, like Optimizing Website Traffic, will include multiple videos because of the complexity of the topic. Most sessions will also include a print guide that can be downloaded. Confluency's agency customers can also access email templates, management tools, and boilerplate copy for web page changes that accompany each of the sessions. Everything is available at www.cfluent.com/bestpractice.

The Main Event - Rounds 1 - 5

Managing Website Traffic Quality with Your Agency Home Page

Most insurance agency website home pages should be providing a bigger boost to agency results; home pages should provide reasons for website home page visitors to stick around, delve deeper into your insurance agency website, pick up the phone, or refer friends to your online resources. One key to accomplishing all that is to make periodic changes to your agency home page. The trick to getting it done is to review your objectives, put a simple plan in place, and execute that plan systematically.

Annual Reviews for Everyone

Performing annual insurance reviews, in person, for all agency customers irrespective of account size, might lead to financial strain, excessive staff stress, and accusations of lunacy. But it can be done, affordably and with sanity by taking advantage of online web presentation tools. Performing these reviews will also improve retention, increase account sales, and provide more referrals for your insurance agency – in any economy.

Communication for Customer Development

Everybody knows that maximizing customer relationships maximizes income – aka, retention, policies per account, and referrals. And everyone knows that superior results require multiple 'touches' throughout the year.

Those touches can, and should, take many forms: email, snail mail, phone calls, individual meetings, and group seminars. In trying economic times it is more important than ever to stay in touch with your customers. Consider findings from one study about customer loss: when insurance agencies learn of possible customer

defections, but get an opportunity to intervene, accounts are saved 86% of the time. The key to success is to make your customer touches systematic, and to provide legitimate value through those touches. You can, and should, use insurance agency website resources as the basis for much of your communication fodder. Customer communications should be part of standard agency marketing practices in any economy. But in a down market it is even more important than ever to stay close to your customers.

Website Traffic Optimization

"Build it, and they will come." - 'The Voice', from Field of Dreams, a 1989 film about an Iowa farmer who interprets voices only he hears as commands to build a baseball diamond in the middle of a corn field.

Maximizing website traffic is not magic; it is work, but it can pay dividends. The right website structure, the right keywords and inbound links, are the foundational building blocks for SEO (Search Engine Optimization); but there is more. Local search services provide free, effective and powerful supplements to organic search traffic. Not only that, but your agency's 'offline' activities, and the way you position your website in more traditional communications will all make your website more visited and a more effective marketing tool.

Making the Best of a Bad Situation: Reclaiming Lost Accounts

All insurance agencies lose customers from time to time, but all too often, we don't find out why. Just as importantly, we often don't have a process in place to get those customers back. Communicating with lost customers systematically over several renewal cycles is a good, low cost way to reverse customer defections and turn lost customers into new customers again. And what you learn in the process will help avoid losing many customers in the future.

The Main Event, Rounds 6, 7, and 8

Maximizing Sales Conversions

80% of all sales take place after the 5th 'touch'. Learn what your producers and CSRs can do to perform those touches every time they have even the most routine sales opportunities. At the same time, those touches will reinforce your insurance agency's value proposition, gently introduce complementary products and services, and will produce - not just higher conversion rates - but higher dollar conversions as well.

What do Social Networking Tools Have to do with Your Agency?

Here's a partial list of Web 2.0 social networking services - you probably have heard of most: Facebook, Twitter, YouTube, LinkedIn, Blogger, and WordPress. Here's some statistics you may not be familiar with: 35% of all adults have a profile on one or more social networking sites, up from just 8% in 2005; 75% of adults 18 – 24 have a profile, and 57% of adults age 25 – 34 are using at least one social networking service.* So now you know where those sought after consumers are. The question we will answer for you is how to use social networking to boost your insurance agency's sales revenue. Your agency can, and should be capturing more, and younger customers, and there is a low cost way to do it.

*Source: Pew Internet and American Life Project; Adults and Social Network Websites

You Ought to be in Pictures: Video, the Web, and Your Agency

Cell phones make everyone a potential videographer; YouTube has placed mass video distribution in the

hands of all; Skype has removed the cost barrier to video calls. Numerous other services add their own twist to capturing your message on video and pushing it out to one, ten, or ten thousand. What does any of this have to do with an insurance agency? Plenty. It's a video world. Using video isn't a matter of Insurance agencies abandoning traditional marketing tactics. Rather, video should be used

to enrich communication, make contact more affordable, and boost the results of traditional services and resources like seminars, reviews, e-newsletters. Use of web video will increase website conversions. Explore with us intelligent use of free (or practically free) video services that will set your agency apart.

Everything Changes; So Does the Best Practice Series

By the time you are done reading this, something has changed. And who knows what those changes will be and which ones will be adopted and adapted by consumers and businesses. That's the web, and that's the nature of the world we live in. New Best Practice sessions, updates and revisions to past sessions will keep your agency a step (and a punch) ahead of the competition. Updates will be emailed to all Act cFluent Newsletter subscribers as they occur. Or you can just stop in at the gym anytime at www.cfluent.com/bestpractice.

Best Practice Series

About Confluency Solutions

Website Solutions for Independent Insurance Agents

Confluency Solutions provides website solutions for insurance agents in over 25 states across the country. Confluency works exclusively with insurance agencies to help them identify and implement sales and service programs, and web services, that meet the unique needs of each agency. The workhorse at the center of any insurance agency web marketing solution is a flexible, adaptable website. The insurance industry and technology experience Confluency bring to insurance agents allow Confluency to quickly develop a professional website without taking you away from day-to-day insurance activities.

Confluency's Websites for Agencies

The most complete combination of forms, Wizards and content available anywhere can be part of your insurance agency website in weeks (and sometimes days). Secure, simple, and powerful controls allow your insurance agency to alter site content on the fly and communicate important updates with ease. No time to develop new, refreshed content? Confluency will deliver timely updates and new ways to benefit from website tools; conduct annual review programs, implement an e-newsletter or a support a print advertising campaign. The Platinum or Custom Solution flexibility will make your agency results extraordinary.

Contact Confluency Today

Contact Confluency to get an affordable web solution that will set your agency apart.

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