

Using Technology to Drive Dynamic and Compliant Marketing Initiatives

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Putting this white paper to work for your company.

Using technology to drive a strategic marketing plan can provide significant benefits to your company. Most importantly, it provides you with exceptional opportunities to reach your goals, build stronger relationships and drive more sales.

This white paper aims to show you ways you can use technology to help your messages be:

- Consistent with your goals and your audience's needs
- Interesting and actionable to your audience
- Delivered in a format that is flexible and available to your audience when they want it
- Engaging and have a personal feel, even when you communicate to a mass audience that is geographically scattered

Using the technology and strategies mentioned in this white paper you will see how your messages can become more powerful. It also can help ensure the integrity of your message and your brand. These days, most organizations are seeking ways to keep their messages consistent and compliant. This white paper illustrates how technology can provide effective and cost efficient results to the issues you face.

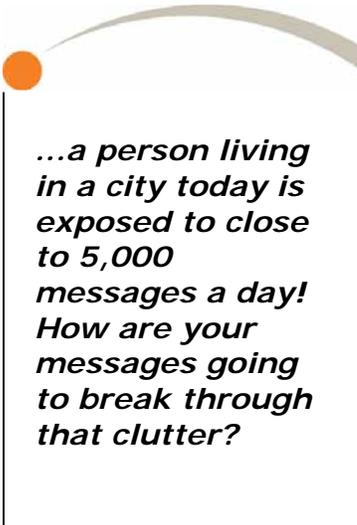
To receive samples of the tools mentioned in this document, please email mark.stone@iigsolutions.com or call 801.290.3333.

Read on for more details...



“When marketing is continuous and targeted rather than occasional and shotgun, business gets easier.”

That statement written by Joanna Krotz, co-author of the *Microsoft Small Business Kit*, truly sums up how we should all be thinking when we use technology and the role it should play in the execution of our marketing initiatives. Many times when people think about using technology for marketing – they think email, web sites, webinars, and many other one shot tactics. While each of these tactics are powerful tools, used independently of one another they do very little to engage a target audience when it comes to meeting long-term goals.



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In the insurance industry there are two primary goals many of us want from our marketing communications initiatives. One is to reach producers and to build relationships with them. This, in turn, should spur sales and long-term growth. The other goal is really closely tied to the first, in that we look to build those relationships through the training and education we provide the producers we target. It is always best when we can provide that training in a way that is suitable for all constituents.

Now, let's think about those constituents, or better yet, your audience. They can be independent marketing organizations, individual producers, and potentially consumers. There are also two key things to remember about your audience. One is that they are being constantly bombarded by messages and solicitations, not just from within our own industry, but from everyone – all at the same time. Yankelovich, a market research firm, has estimated that a person living in a city today is exposed to close to 5,000 messages a day! How are your messages going to break through that clutter?

The other thing to remember about our audience is that the average attention span varies from six to 20 minutes, with the higher numbers most likely related to in-person communication. So, the next question is, “How do you get your audience to focus and absorb your message?”

Now this is where the use of technology to drive dynamic and compliant marketing initiatives comes into focus. Today's marketing technology tools can give you the means to break through the clutter and capture the attention of your audience. Let's explore how to do that in a way that will accomplish the goal of building relationships that will grow sales.

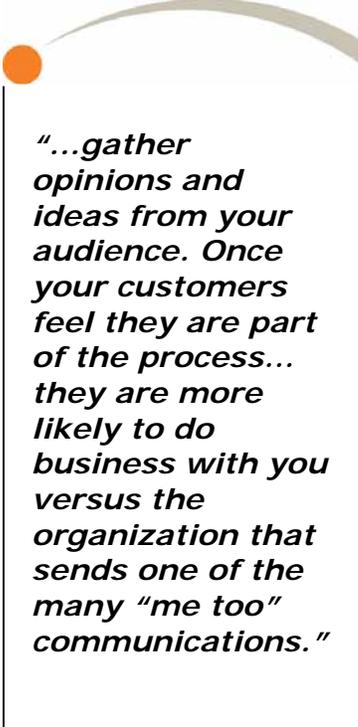
How Well Do You Know Your Audience?

The first question for many organizations when creating marketing communications initiatives is, “Who is my audience?” Once you know that, the next question should be, “How well do I know my audience?” Technology should play a vital role in how we answer those questions. While many of us utilize contact management systems and CRMs to manage our customer and lead databases, it's probably safe to say that we don't utilize them in a way that will save us time and money, and provide a focus to our communications that will get them noticed and generate responses.



What we're talking about here goes beyond basic segmentation and transactional recording. The information you keep concerning your clients and your prospects is the core to developing relationships and dynamic marketing campaigns.

Understanding the data you will collect on your audience and how you will store it should always be considered at the start of any initiative and not as responses are received. It is vital to have a plan for the information you will gather and how that information will be utilized in the next step of a campaign. As an example, let's say you've just promoted a product that offers lifetime income options and received many responses from the various elements of your marketing campaign. Early in the process you should have a clear vision of the information you will gather from each response and how that information will be utilized in the next step of the campaign or in the next campaign with a similar focus. This way you are not only assured of gathering the information that is important to you, but also assured of gathering information to trigger better responses from your audience in the future. This will drive sales and reduce acquisition costs in the future.



"...gather opinions and ideas from your audience. Once your customers feel they are part of the process... they are more likely to do business with you versus the organization that sends one of the many "me too" communications."

Getting Your Audience's Attention

There are many ways that technological tools can help you break through the clutter we mentioned before and grab the attention of your target audience. You need to utilize the information you've gathered on your audience to create the most targeted campaign possible.

Targeting also includes personalization. Personalization goes beyond adding a person's name to a communication. Use the data you've gathered to ensure you're not sending something about product A to an audience member when your data shows they are only interested in product B or products that are similar to product B. Personalization can also mean utilizing individual components of marketing initiatives (like email campaigns, and web sites and webinars) and packaging them in a way that makes the client or prospect feel they are the only one with whom you are communicating at that time. This can be done by utilizing content tools that allow you to have dynamic, compliance approved content in various components of your marketing initiatives.

Once you know how you're going to convey your information, you can then move on to a level of engagement with your audience and even make it fun. Utilize questions, games, quizzes, incentives, and other tools to get your audience interacting with your product or service. Give them a chance to display their level of expertise with the subject matter.

Many times you can also get your audience's attention by also giving them a voice. So many marketing initiatives are one-way communications. Instead, you can use technology to open two-way communications. As an example, you can provide your opinions about this white paper and the subject matter we are covering by going to blog.insuranceinsightgroup.com. Use this and similar technologies to gather opinions and ideas from your audience. Once your customers feel they are part of the process and that



their opinions and ideas count, they are more likely to do business with you versus the organization that just sends one of the many “me too” communications with which they are inundated every day. Everyone not only wants to be listened to, they also want to be heard.

Keep Them Coming Back for More

Okay, you have their attention, now how do you keep them coming back for more? Your initiatives need to keep your audience interested and also balance the information provided with the attention span and schedule of the individual you are engaging. This is where working with a communications tool that allows for dynamic content is a necessity. When utilizing this type of technology, promotions and marketing initiatives that were once old can now be new again. You can also reinforce a message to your audience without appearing repetitious.

Another way to keep them coming back for more is to provide your information and campaigns in small bites. Many of us are sometimes guilty of trying to provide everything about our product or service all at once. Why do we do this? Most of the time our audience doesn't have the time to digest this amount of information in a single sitting. When we do this, we also lose sight of the process of building a relationship and sometimes look desperate. There are plenty of tools available that allow you to schedule a series of communications over a set amount of time and in portions that are easy for the recipient to digest. This also provides you with a way to monitor the effectiveness of your materials and your presentation so you can make adjustments to your message before it is too late.



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Providing a Consistent Message

Most organizations have that one person who always shines when it comes to delivering a consistent message. You know who we're talking about. That person you wish you could clone. The one who has that great voice or the easy rapport with clients.

Well with the right tools and creativity you can, in a way, make unlimited copies of that person and the message they deliver. This also can be done without losing any of the personalization that usually goes along with the presentation that is delivered. The key here is consistency. You'll get the most out of your marketing investment when you work with the right technology and company that can help you deliver a presentation that consistently gets your message across in a clear and concise manner. A consistent message is also a compliant message. By providing your sales staff or marketing partners with the tools to deliver a clear and consistent message every time, you insure the integrity of your message and your brand.

Messages that are Portable, Flexible and Consistent

Comcast Corporation recently announced that its customers have used its “On Demand” cable television service more than 7 billion times since it was introduced in 2003. Why is the usage so high? Because the programming offered is available for its customers to watch when they want to watch it. Why can't your programming and messages be available the same way?



As an example, you've probably received an invitation for a webinar that was scheduled for a particular date at a particular time. Why should you, or your audience, have to wait for that day and time to get access to information you want now? Information that you have the time to review now but may not have time to view on the day or time the webinar is scheduled. The great thing about an "On Demand" approach is that it can provide you with a steady stream of leads that can be followed up on in a timely fashion – and sometimes immediately. Think about the impression that will leave with an existing customer or prospect.

Insurance Insight Group recently helped a national life insurance marketing organization create a marketing campaign utilizing many of the technology tools and strategies mentioned in this white paper. They were looking for agents to cross-sell retirement planning products (specifically annuities to their clients). Many of these agents had previously sold only life insurance and essentially had no experience with annuities and many were new to the marketplace.

Insurance Insight Group developed an "Annuity Buyers Guide" for this marketing organization along with various training tools, sales material, and a customized annuity tool box website. These tools provided the agents with critical product training that was targeted and personalized to each of the individual agents. These training materials could also be customized further for use as client presentations.

These efforts and strategies have resulted in the marketing organization now having in excess of \$1 million per week in new annuity business. Most of this premium is new money. More importantly, their agents are now well trained and can help their clients with multiple needs and situations throughout their life.

The huge benefit of using technology to drive dynamic and compliant marketing initiatives is that it provides consistency and flexibility. Your messages are delivered to your audience when your audience wants them and is receptive to them. Your messages can be portable and cost effective. They can be engaging and have a personal feel, even when you communicate to a mass audience that is geographically scattered. Your messages then have a better chance of reaching your goals, building more relationships and driving more sales.

For more information about how the utilization of technology can improve your marketing efforts and to discuss more specific marketing technology applications for your organization, please email mark.stone@iigsolutions.com or call us at 801.290.3333.



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About the Author

Mark Stone, Principal & Marketing Strategist, Insurance Insight Group

Mr. Stone's expertise includes all aspects of the marketing communications and e-commerce functions performed by insurance organizations. Mark was a long-time Vice President of Corporate Communications for a major life and annuity carrier and has been a major driver of the marketing communications strategy and implementation for other carriers and marketing organizations.

Mark has assembled a web site development team and a marketing communications team at Insurance Insight Group that has been praised for its market savvy and its high quality work. Carriers and marketing organizations have outsourced significant segments of their marketing communications to Insurance Insight Group.

Mark holds the position of Board Secretary for the Salt Lake City chapter of the American Marketing Association, is a board member of several non-profit organizations, and a member of the Insurance Marketing Communications Association (IMCA), the Insurance and Financial Communicators Association (IFCA), and the Insurance Media Association. Mark has won several LCA awards, and was a finalist for A.M. Best's E-Fusion Award. He is also a licensed insurance agent.



Enabling you to **enter** new markets, **build** distribution, **optimize** marketing, and **strengthen** operations in the life and annuity marketplace.

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