

# S&P 500<sup>®</sup> IQ Index

An  
**Intelligent  
Path to**  
the S&P 500<sup>®</sup>  
for FIAs



**Highlights**

**Rates**

**Performance**

**White Paper**

Access this breakthrough index exclusively  
through select Legacy Marketing Group<sup>®</sup> FIAs!

Contact Legacy's Marketing Field Support Team today  
to get started.



800-395-1053, Ext. 4002



[marketing@legacynet.com](mailto:marketing@legacynet.com)



A close-up photograph of a green dart with a silver-colored barrel hitting the bullseye of a dartboard. The dartboard has a black and white segmented pattern. The dart is positioned horizontally, with its tip pointing towards the bullseye on the left. The background is a solid light blue.

# Attract and Retain More Insurance Industry Clients:

## 5 Winning Strategies You Can Use

In today's competitive insurance market, expanding your client base is crucial to growing your business. Getting in front of more potential clients requires strategic planning, creativity, and a willingness to embrace new methods. The five winning strategies outlined here can help you reach more prospects and turn them into loyal clients.

## 1. Leverage Social Media for Targeted Outreach

As of 2024, a remarkable 4.9 billion people use social media worldwide.<sup>1</sup> For insurance professionals, this means that having a social presence can connect you with current and potential clients, support your efforts to build a loyal clientele, and strengthen your brand. LinkedIn and Facebook continue to be recognized as top platform options for professional networking and client engagement.

### Embracing the Digital Shift: Don't Get Left Behind

Social media has become an indispensable tool for insurance professionals seeking to expand their reach in today's digital age. Failure to embrace and effectively utilize modern outreach methods can mean losing valuable opportunities to attract high-quality, loyal clients. You can make connecting with potential clients more effective by using platforms such as LinkedIn and Facebook, which offer advanced targeting options. These tools can help you craft specific, results-oriented campaigns that speak directly to the needs and concerns of your target audience.

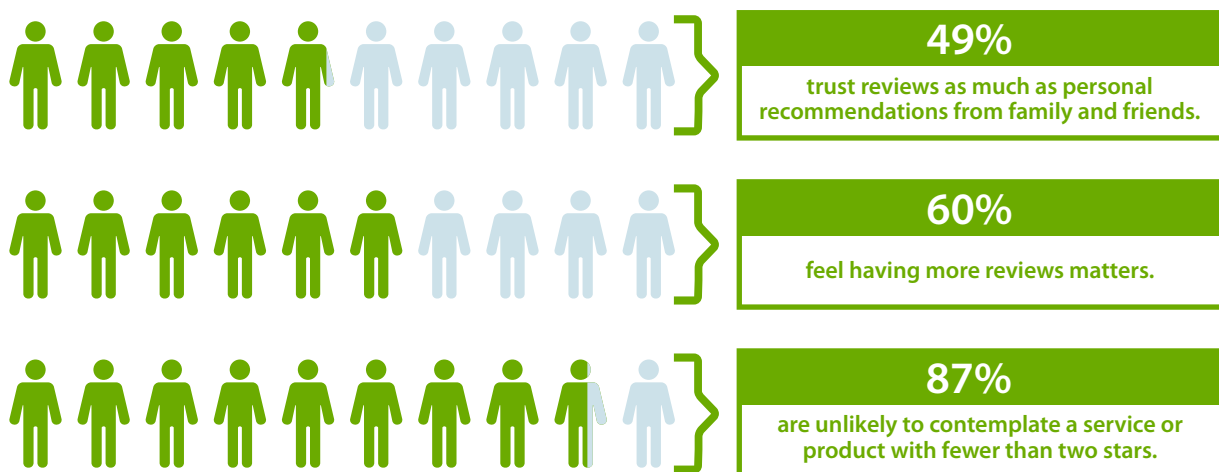
The widespread adoption of leveraging social media to attract loyal clients underscores its importance in the modern insurance landscape, where the ability to precisely target specific demographics and professional groups can significantly enhance marketing efforts. As the industry increasingly embraces these platforms, staying competitive means actively participating in the digital space where clients and prospects are most engaged. Many opportunities exist for insurance professionals to develop and advance their social media skills in order to expand their clientele, such as social media marketing workshops and online courses. Platforms such as LinkedIn Learning and others offer valuable resources.

### Tailoring Ads to Specific Client Segments

One of the key advantages of social media advertising is the ability to create compelling ads tailored to the unique needs of different client segments. For example, a LinkedIn campaign aimed at retirees could highlight how particular insurance solutions can help provide peace of mind. By addressing specific pain points and offering relevant solutions, these ads are more likely to resonate with the target audience, supporting efforts toward higher engagement.

### Leverage Social Media as a Tool for Lead Conversion

While social media messaging can help you build your brand and reach a more targeted clientele, successfully converting your social media leads into clients can be more achievable with a lead-generation strategy.<sup>2</sup> For example, start by providing your leads value in your social media efforts to get and keep them engaged. When your efforts pay off in potential clients, establish positive communication with them as soon as possible, and follow up regularly. Remember that sometimes social media will act primarily as a lead-generating tool, helping you develop higher quality leads—but communicative channels like email and phone calls can help turn your social media leads into clients. Finally, recognize that people tend to place trust in businesses that have received positive reviews. According to Search Engine Journal,<sup>3</sup> nearly all consumers look at reviews online, and:



### Continuous Optimization for Maximum Impact

To maximize the impact of social media advertising, it's important to continuously track engagement metrics and adjust targeting strategies as needed. By closely monitoring which ads are performing well and which ones aren't, you can refine your campaigns to better meet the needs of your audience. This ongoing optimization ensures that marketing efforts remain effective and that resources are allocated to the strategies that yield the best results.

## 2. Host Educational Webinars To Showcase Your Expertise

Educational webinars have emerged as a powerful tool for professionals across industries, including insurance, to connect with potential clients, share valuable insights, and establish themselves as industry experts. As an insurance professional, hosting webinars can serve as a strategic approach to attracting and keeping clients. For example, in a webinar targeting retirees, you could host a webinar called "Retirement Ready: Finding Untapped Sources of Security." By offering in-depth knowledge on

subjects that matter most to your clients, you not only educate them but also build trust and credibility, which are crucial for long-term client relationships.

### Why Webinars Are Effective

Webinars can help you attract and maintain customers, acting as a powerful tool for developing and supporting your clientele. They offer a direct line of communication with your audience, allowing for real-time interaction and engagement. Adopting a webinar strategy can be an effective business-building tool, according to Webinargeek.com,<sup>4</sup> because you can:


**Ignite a two-way conversation with new and existing clients.**

**Demonstrate your expertise in a particular niche.**

**Share knowledge and sales solutions.**

**Invite guest speakers to expand your audience reach.**

**Generate qualitatively better leads.**



**Three out of four marketers believe that webinars are one of the most effective tools for generating leads.<sup>5</sup>**

### Choosing the Right Topics

Selecting the right topics for your webinars is essential to attracting and retaining an audience. Focus on issues that are both relevant and of significant interest to your target demographic. For example, hosting a webinar titled “Safe Money Solutions for Retirement” can draw in pre-retirees who are seeking ways to secure their financial future. Such a topic not only appeals to their immediate concerns but also allows you to demonstrate the advantages of specific insurance products in a clear and compelling manner. By addressing common questions and concerns during the session, you can alleviate any uncertainties attendees might have, which can significantly increase their confidence in choosing your services.

### Promoting Your Webinar

To ensure a successful turnout, promote your webinar through multiple channels. Leverage email marketing to reach your existing clients and prospects, ensuring they are aware of the upcoming event. Use your social media platforms to extend your reach to a broader audience, engaging followers with eye-catching posts and reminders about the webinar. Additionally, feature the event prominently on

your website, perhaps with a dedicated landing page that includes a registration form and details about what attendees can expect to learn. By using these promotional strategies, you can maximize attendance and ensure that your message reaches the right people.

### Engaging Your Audience

Once you've attracted attendees to your webinar, focus on keeping them engaged throughout the session. Start by clearly outlining the key takeaways they can expect, which sets the stage for a productive session. Incorporate interactive elements like polls, Q&A segments, and real-life case studies to maintain interest and encourage participation. GoTo Webinar provides these top tips for increasing attendee engagement:<sup>6</sup>



To create a deeper emotional connection with your audience, consider weaving in a powerful question, much as the late Joe Gandolfo, a top-selling insurance agent and author, was known for doing when prospecting. A thought-provoking question such as "What would happen to your family if you weren't here tomorrow?" compels participants to reflect on personal stakes, making the content more relatable and memorable. By touching on values such as security and protection, you transform the conversation from abstract financial concepts into real-life decisions, increasing audience engagement.

Offering a free consultation at the end of the webinar can further enhance this emotional connection, giving attendees an immediate next step and a tangible benefit for their time. This personalized approach not only leaves a lasting impression but also helps convert interested attendees into potential clients.



### 3. Use Referral Programs To Expand Your Network

Your existing client base can be a powerful, high-impact resource for generating new business. In fact, recent Harvard Business Review research using data from more than 41 million customers, suggests that referrals hold even greater value than previously thought.<sup>7</sup> However, optimizing the positive potential of your client relationships to grow your clientele benefits from a structured approach. By developing an effective referral program, you can increase your capacity to leverage your current client base and expand your network.

Trust is at the heart of why referrals can be so valuable. When a client refers family, friends, or colleagues to your business, they help establish the crucial element of trust that is so essential to successful sales interactions. Moreover, your client will have done the important work of identifying high-quality leads that may benefit from the sales solutions you offer. It is hardly surprising, then, that Forbes reports<sup>8</sup> the pre-established trust inherent to referrals can mean shorter, simpler sales cycles and more loyal clientele, showing compelling statistics for companies with referral programs:



Referrals are widely considered a “win-win” in marketing because they offer potential for high ROI, with warmer leads and lower financial investment.<sup>9</sup> Well-executed referral programs can be highly effective tools for expanding your client base.

When developing a referral program or campaign, consider how you can simplify the referral process for clients. For instance, you can provide clients with shareable links, emails, or social media posts that they can use. Similarly, consider how your clients will benefit from the referral process. Discounts, gift cards, or charitable donations for clients who refer friends, family, or colleagues are a few ways to thank clients for their successful referrals. As an example, you could launch a referral campaign where clients who refer new business receive a \$50 gift card for every successful referral. To promote this campaign, you could generate enthusiasm via email newsletters and during client meetings.

Sharing success stories from clients who have benefited from your services can encourage participation, as well. Harvard Business Review research<sup>7</sup> identified an exponential effect to eliciting referrals. Data from more than 41 million customers (across industries) demonstrated the positive impacts of “referral psychology.” Not only did referred customers buy more overall, but an apparent “referral contagion” came into play. Referred customers were:

---



**30% to 57% more likely to refer new customers.**



**21% more likely to provide successful referrals when reminded of their own referred status.**

---

Finally, remember to ask your clients for referrals. Though some experts say the time to ask for referrals is at the start of your relationship and others recommend asking immediately after closing the sale,<sup>9</sup> they agree timing is important. Whatever timing works for your business, thanking your clients for their referrals will show they are valued in support of building and expanding your loyal client base.

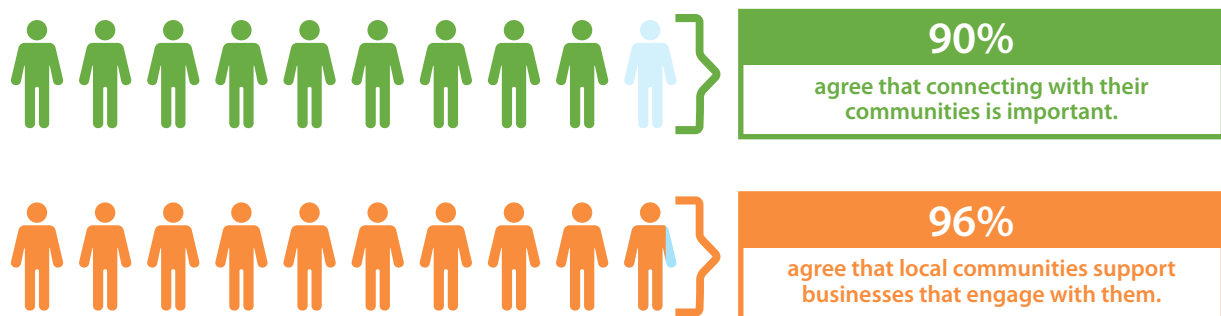
## **4. Partner with Local Businesses and Community Organizations**

Local customers can be the key to success for small businesses. Developing a plan for expanding your local clientele lets you start making the most of this valuable resource. By utilizing effective strategies, you can increase your visibility, deepen connections with local businesses, and attract and retain customers. Partnering with local businesses and community organizations offers one such powerful opportunity.

For starters, forming partnerships with local businesses and community organizations can provide substantial access to a broader audience. Moreover, these partnerships allow you to build trust within the community and gain referrals from trusted sources.



In addition to partnering with local business and community organizations, the more you are involved in your local community, the more opportunity you have to build long-term relationships, understand the needs of your clients, and establish trust. Simple actions like shopping locally and volunteering can establish trust and lay the groundwork for referrals and future business interactions. In fact, a Harris Poll survey<sup>10</sup> of nearly 300 small business owners showed:



When considering how to form partnerships and connections within the local community, research and creativity can enhance your endeavors. Local resources such as small business associations, professional associations, libraries, and community organizations offer opportunities for fostering new and existing networks. Offer to conduct insurance workshops, provide free consultations, or sponsor community events.

Seek partnership opportunities that can be mutually beneficial by sharing client contacts, referrals, and other resources, in addition to benefiting clients by providing greater value in terms of information or sales solutions. Identify potential partners in related sectors, and explore opportunities for cross-promotion or joint ventures.

For example, you could partner with a local CPA to offer a seminar to share strategies for reducing taxes, or partner with a Social Security specialist who can talk about claiming strategies. You can provide “value-adds,” such as free consultations or other special promotions. Strategic partnerships offer strong potential for a win-win situation by providing both partners access to new pools of potential clients. Moreover, clients can benefit from gaining a greater variety and amount of information relevant to their goals within the context of a single seminar.

Client satisfaction will be critical to attracting and retaining new business throughout. Prioritize this crucial element by providing responsive, client-oriented service and offering powerful product solutions to meet your clients’ unique needs. In this way, you can support the development of an expanding and loyal clientele.

## 5. Optimize Your Website for Local SEO and Lead Generation

Your website is often the first point of contact for potential clients, so improving it for local search engine optimization (SEO) is crucial. The Digital Marketing Institute identified benefits of using SEO and its impact on web traffic and leads:<sup>11</sup>

**Helps increase visibility—and the opportunity to reach more potential target clients.**

**Helps drive web traffic since reaching a greater target audience can lead to higher rankings on the search engine results page (SERP).**

**Delivers a better customer experience when each digital touchpoint is reviewed for SEO.**

Some considerations to improve SEO include ensuring your website is mobile-friendly, fast-loading, and optimized with relevant keywords. Focus on creating content that addresses the specific needs of your local audience. Update your website to include location-specific pages, such as “Retirement Solutions for [City Name] Residents.” Optimize these pages with local keywords, and include client testimonials from local residents. Add a lead capture form that offers a free insurance review or quote. Track the source of leads to determine the effectiveness of your local SEO efforts.

You can further optimize your online presence for local search by claiming your Google My Business listing<sup>12</sup> and ensuring that your business information is accurate and up to date.

Encourage satisfied customers to leave positive reviews. According to Invoca research,<sup>13</sup> 89% of insurance consumers read customer reviews online before committing to a service. Noting that most insurance consumers begin their search online, the same research identified additional statistics that make a strong case for how important SEO can be in maximizing your outreach potential:



**69% of insurance consumers ran a search before scheduling an appointment.**



**68% of insurance consumers did not have a company in mind when they began searching.**



**100% increase was shown over the past two years in mobile searches containing “insurance near me.”**

With clients searching for insurance professionals in their local area, SEO can be critical in attracting high-quality leads that could otherwise go to a competitor. Once your potential clients have found you online, ensure they have a positive user experience. Include clear calls to action (CTAs), and lead capture forms throughout your site. Ensure that you back up your positive online experience with effective phone skills. As important as SEO is in connecting you with potential clients, once that connection is made, 62% of insurance buyers said that talking on the phone to a rep was the biggest factor in their decision.<sup>13</sup>

## Takeaways

Expanding your client base and getting in front of more potential clients requires a multifaceted approach. By leveraging social media advertising, hosting educational webinars, utilizing referral programs, partnering with local businesses, and optimizing your website for local SEO, you can effectively increase your visibility and attract more prospects. These strategies, backed by recent industry data, will help you build stronger connections with potential clients and grow your business.

Legacy Marketing Group® exists to make a positive difference in people's lives, delivering innovative financial products and solutions. We differentiate ourselves by offering a high-touch, full-service sales and marketing platform fueled by responsiveness and action. For more information, call our Marketing Field Support Team at 800-395-1053, Ext. 4002.

### REFERENCES

1. Forbes Advisor, "Social Media Marketing In 2024: The Ultimate Guide," <https://www.forbes.com/advisor/business/social-media-marketing/>, updated October 9, 2024.
2. VWO Blog, "Get your A-Game Up with These 8 Effective Lead Conversion Strategies," <https://vwo.com/blog/lead-conversion-strategies/>, updated September 17, 2024.
3. Search Engine Journal, "18 Online Review Statistics Every Marketer Should Know," <https://www.searchenginejournal.com/online-review-statistics/329701/>, January 13, 2023.
4. WebinarGeek, "8 reasons why webinars are absolutely essential for business," <https://www.webinarGeek.com/learn/8-reasons-why-webinars-are-absolutely-essential-for-businesses>, March 13, 2019.
5. Bianca Belman-Adams, "Webinar lead generation: how to get it right in 2024," <https://corp.kaltura.com/blog/webinar-lead-generation/#:~:text=Are%20webinars%20effective%20at%20generating,generation%20goals%20than%20in%20person>, June 27, 2024.
6. GoTo Webinar, "The Big Book of Webinar Stats," <https://logmeincdn.azureedge.net/gotomeetingmedia/-/media/pdfs/gotowebinar-big-book-webinar-stats.pdf>, accessed September 18, 2024.
7. Harvard Business Review, "Research: Customer Referrals Are Contagious," <https://hbr.org/2024/06/research-customer-referrals-are-contagious>, June 18, 2024.
8. Forbes, "Just Ask: The Power of Referrals," <https://www.forbes.com/councils/forbesbusinesscouncil/2021/12/02/just-ask-the-power-of-referrals/>, April 21, 2022.
9. Forbes, "Why Referrals Are the Most Valuable Form of Marketing (And How To Get More)," <https://www.forbes.com/sites/steliefti/2019/06/07/why-referrals-are-the-most-valuable-form-of-marketing-and-how-to-get-more/>, updated December 10, 2021.
10. The Harris Poll, "Small Business Owners: The backbone of the community also relies on the communities they serve," <https://theharrispoll.com/briefs/small-business-owners-the-backbone-of-the-community-also-relies-on-the-communities-they-serve/>, May 9, 2023.
11. Digital Marketing Institute, "What Is SEO & Why Is It Important?," <https://digitalmarketinginstitute.com/blog/what-is-seo-and-why-is-it-important>, July 17, 2024.
12. Google Business Profile, [https://www.google.com/intl/en\\_us/business/](https://www.google.com/intl/en_us/business/).
13. Invoca Blog, "41 Insurance Marketing Statistics You Need to Know in 2024," <https://www.invoca.com/blog/insurance-marketing-statistics>, October 3, 2023.