

Part 2:

Developing a
branding
strategy.



Part 2

Captive and non-captive agents alike must establish a personal and agency brand. Every insurance office and agent of record must have a recognizable brand that distinguishes them from the likely hundreds of other agents in their area.

Everyone has to buy insurance, but what will make them buy it from you? That's the million-dollar question, and a good branding strategy is the answer.



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The first thing that you've got to do is think about your branding purpose. Your purpose should be something along the lines of occupying the minds of potential leads or at least being recognizable in a way that makes people say, "Hey! That guy or gal has got something interesting there!"

So what is it that makes you different? Or better yet, what makes you like all the other insurance and financial agents in the greater XYZ area? Look at the similarities and then try to pick out the differences. Also, identify the pain points that exist in your market and try to figure out if those can be turned into something that you can capitalize on.



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For example, perhaps you are in a fast growing area with lots of new residential construction projects underway. Become the agent that is great at helping the home buying process go smoothly, by providing great homeowners insurance solutions.



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Next, think about your logo. If you are a captive agent, you already have a powerful, well-designed logo behind you. Non-captive agents need to give this some thought.

A logo is a very important part of branding and should closely follow the principles of design. Think about what you want that logo to represent. Do you want bright colors or cool, conservative shades. What type of image will it have?



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All of this needs to be considered by the insurance agent, so that it is consistent with the brand. Investing in a well-designed logo is a great way to get noticed.

Now, define the voice of your brand. Is it outgoing and full of life? Clever and funny? Insightful and intelligent? Once you have defined the voice of your brand, you'll need to establish it across all communication channels and be consistent.



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Social media posts (like Facebook, Twitter, LinkedIn, and Google+), emails, marketing videos, brochures, and all other written forms of communication should have a consistent voice that matches your brand.

Spoken communication should also be consistent with the brand. If you decide that your market will recognize a serious, conservative brand, then the people who answer the phone at your agency need to have that same tone.



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You can also develop hashtags on Facebook and Twitter around your slogan. For example, #wearehereforya or #wegetthejobdone. Just make sure they are compliant and that they are consistent with the voice of your brand.

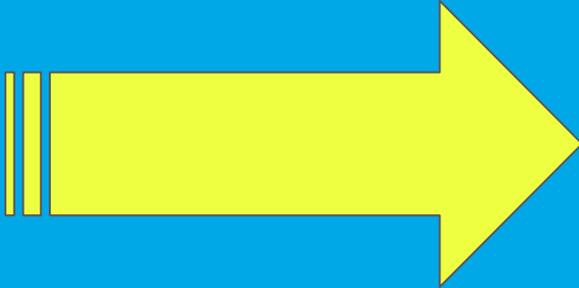
Finally, consider developing a style guide for your branding strategy. Style guides cover the smallest details and will keep everyone in your agency on the same page about the branding strategy.



Hashtag

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A comprehensive style guide might include the following:



- A PICTURE OF YOUR LOGO.
- PURPOSE I.E. WHAT MAKES YOUR AGENCY DIFFERENT FROM COMPETITORS.
- A DEFINITION OF THE BRAND VOICE AND PERSONALITY.
- SLOGANS.
- DETAILS THAT COVER BRAND CONSISTENCY SUCH AS HOW TO ANSWER THE PHONE, HOW TO COMMUNICATE IN EMAIL COMMUNICATIONS AND SOCIAL MEDIA COMMENTS.