



INSURING INFLUENCE:

A Content Strategy Guide for Insurance Marketers



Stating the obvious

You need content. Lots of content. Smart content. Targeted content. Content that enhances every part of your entire customer journey. You need to make content work for your organization. So, let's figure it out.

The perfect match

Insurance and content are the perfect combination for agencies looking to grow and thrive in today's digital world. The transformation from traditional marketing to digital marketing has opened fresh opportunities for insurance agencies to win new business and increase client engagement and satisfaction. In an era where consumers are inundated with choices, providing valuable, relevant content sets you apart.

It may seem obvious, but here are a few of the **benefits of a content marketing strategy**:

- Connects you to the right audience
- Builds trust with customers
- Establishes your agency as a thought leader
- Boosts your online presence
- Generates quality leads
- Drives business growth
- Enhances customer engagement
- Increases retention

As consumers evolve, and become increasingly savvy and demanding, especially in the tech space, the need for an effective content marketing strategy has never been more pressing. It's not just about staying relevant; it's about being a step ahead in a competitive market. Now is the time to invest in content marketing and secure your agency's future in the digital age.



76%

of companies say content marketing increases lead generation

(Source: Content Marketing Institute)

Content trends

Things move pretty fast these days. The amount of content being produced is unprecedented and growing dramatically every minute. It's important to keep up with the trends impacting the world of content. Here are a few that bubble to the top:



AI-Generated - More content is being generated than ever before, much of that influx due to AI assistance. The good news is that AI can help you create a steady flow of content. The bad news is that customers may be able to detect AI content and view AI-generated information as robotic and inauthentic.



Targeted, Humanized Content - Personalization and hyper-segmentation are becoming increasingly important. Customers don't have time to cut through the clutter of communications that aren't relevant. You need to focus on delivering the right content to the right individual at the right time. People want to connect with relatable info and stories.



Recycling - Try not to create single-use content. Reuse and refresh content on a regular basis to maximize efficiency and effectiveness of a resource. This could be as simple as refreshing an article that contains outdated information, or updating keywords on a post that is no longer performing well.



Content Amortization - Create one piece of content that can be sliced and diced in a number of ways. Take something like a blog post and turn it into 5 social media posts, 2 short videos, an infographic, etc. It's working smarter, not harder.



Interactive Content - Figure out ways customers can engage with your content. Offer live events like Facebook or Instagram Lives or even live webinars with quizzes, polls, Q&A, giveaways, games, and more.

Building your content strategy



81%

of marketers view content as a core business strategy.

(Source: Content Marketing Institute)

Your content strategy needs a solid framework to grow and flourish. It needs to incorporate your target audience, defined goals, and the unique voice that will deliver your message. A good content strategy framework is not just a plan of action, but a roadmap that guides you through the creation, delivery, and maintenance of useful, usable content. By setting up this framework, you're not just throwing out random content to see what works; **you're building an ecosystem where your content can thrive and achieve its purpose.**



Content Ecosystem

A content ecosystem is a dynamic framework where various types of digital content interconnect and interact to support a brand's marketing and communication goals. It encompasses the creation, management, and distribution of content across multiple platforms and formats, aiming to engage and influence a target audience effectively. This ecosystem is designed to be cohesive and self-sustaining, ensuring that each piece of content, whether it's a blog post, video, or social media update, contributes to the overall strategy and adds value to the consumer's experience.

Let's examine the key elements of content strategy:

Goals - What do you want to achieve?

Establishing clear objectives for your content should be your first order of business. There are many potential goals for content, but you need to prioritize. Your goals could include areas such as brand/company awareness, product consideration, qualified leads, demo requests, new business, engagement, retention, and advocacy. Additionally, you will want to set specific, measurable metrics for each goal. Put some numbers around what you want to achieve.

Audience - Who are they and what are their pain points?

Customers are more complicated and demanding than ever. You need to have a solid handle on your prospects and customer to be able to deliver what they want. Consider everything from their interests and needs, how they want to consume content, and what type of relationship they want from you. A good way to help define your audience is to **create buyer personas**.

Creating buyer personas for an insurance agency involves a few key steps. First, gather data through customer surveys, interviews, and market research to understand the demographics, goals, and challenges of your target audience. Next, identify patterns and common characteristics to segment your audience into different personas. Then, create detailed profiles for each person, including their background, insurance needs, and decision-making processes. You may even want to consider “naming” them. For example, Deal Dave who is proactive and always looking for the best deal and maximum value or Quality Quinn who values reliability and will pay for peace of mind. Finally, use these personas to tailor your marketing strategies and product offerings to meet the specific needs of each group.

Tone/Voice - What type of vibe do you want to exude?

Establish the voice of your brand and organization. You want to find and form a signature style that resonates with your audience and sets you apart. Do you want to be known as the expert, trusted friend, or the insurance professor? Do you want to be more friendly, formal, funny, or factual? The vibe you create should permeate every content touchpoint.

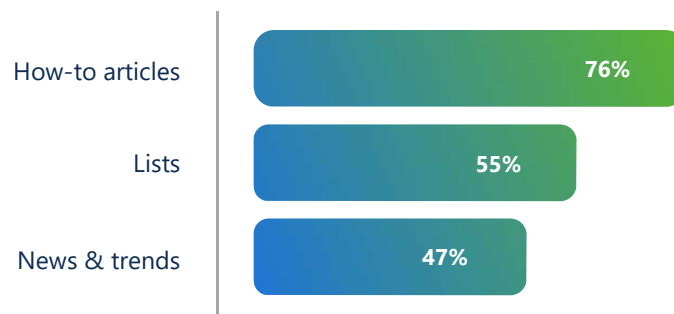
Content Type - What is the right mix of content topics and types?

At the heart of your content ecosystem lies your actual content. Once you have outlined your audience and personas, you should have a nice idea of the **topics** you need to address, but you also need to figure out what **type** of content you want to use. Of course, there is no shortage of either. When it comes to topics, you might want to think about content streams that are focused on targeted topics of interest for your insurance audience, such as wellness, natural disasters, driving, cyber threats, and more. Once you know what you want to talk about, you must carefully curate and create a content mix that gives your audience the info they want in a way they want to consume it.

Here are just a few of the types of content to consider in your mix:

- **Blog Posts:** Informative articles
- **Articles:** Deep dives on specific topics
- **Infographics:** Visual showcase of data or concepts
- **Videos:** Engrossing and shareable content
- **Webinars:** Engaging sessions with experts
- **Social Media Posts:** Concise, creative updates
- **Checklists:** Simplified, practical information
- **Quizzes:** Curious minds want to know
- **Case Studies:** Real-world examples
- **Whitepapers:** Longer form research reports
- **Podcasts:** Audio content for on-the-go consumption
- **eBooks:** Comprehensive guides

THE MOST POPULAR CONTENT FORMATS (Source: Orbit Media)



Content Mapping - What content is needed at each stage of the customer journey?

Identify touchpoints along your customer journey where content can make a difference. Know what persona needs what type of content at every stage, such as awareness, consideration, decision, engagement, and retention stages. Content needs to build momentum and maintain interest to produce satisfied customers and positive business results. One way to look at meeting needs at every stage could be your conversion funnel.

Top of Funnel (TOFU) - You are building awareness with your content. Focus on brand recognition, broad pain points, and common questions. Useful TOFU content types include blogs, social posts, podcasts, short-form videos, infographics, checklists, and webinars.

Middle of Funnel (MOFU) - People are gaining interest in you. It's time to build on the relationship and educate them on how your solutions can meet their unique needs. MOFU content could include email newsletters, landing pages, case studies, interactive content, webinars, longer-form videos, and blogs.

Bottom of Funnel (BOFU) - This is the time for content that converts. Prepare to head off objections and create a sense of urgency. BOFU content includes personalized emails, pricing sheets, case studies, customer testimonials, and remarketing campaigns.



Content marketing generates over
3x as many leads as outbound
marketing and ***costs 62% less.***

(Source: Demand Network)

Distribution Channels - Where should the content go?

In addition to the choices you have with the types of content you want to use in your ecosystem, you also must figure out the best places to distribute that content. Finding the right channels to strategically get your content to the right people is critical. If no one sees the amazing, targeted content you've created, then it's not going to meet the goals you had defined. Typical channels for content distribution include a mix of owned, earned, and paid options, such as your website, email, social media, newsletter, webinars, influencers, videos, and more. It's all about finding the outlets that give you the best results.

To enhance content distribution, consider tools like **Zywave's Content Cloud**, which connects resources to thousands of insurance agencies. Agents and customer service reps can then deliver this content directly to clients, ensuring effective communication and engagement with the target audience.

Content Workflows - What is the content process in your organization?

Your content ecosystem flow needs movement. To get it moving, you need to know who on your team is responsible for the various parts of the content system. Assign items like content creation or curation, review, approval, distribution, governance, metrics, and management. Make sure you know who is leading the content charge and will hold people accountable for their role in the process.

Performance - How are you measuring what content is working?

Measuring the success of your content marketing is essential to understand its impact and determine future initiatives. There is no shortage of opportunities to gather content metrics. In addition to simply collecting the performance data, you need to analyze the results and refine your content efforts accordingly. Determine the analytics tools and data you have available and establish a process for evaluating your content. You may have a combination of internal and external tools in use to get the full picture of your content performance.

Here are a few examples of the **metrics** you may want to track:

Website (Tools like Google Analytics can help)

- Website traffic
- Website activity
- Page views
- Time on page
- Bounce rate

Social media

- Number of followers
- Engagement
- Shares/Retweets

Content

- Number of downloads
- Feedback

General Business

- Lead generation
- Sales/revenue
- Customer lifetime value
- Acquisition cost

Are you ready?

If you've ever had any of the following thoughts, it might be time for a content overhaul:

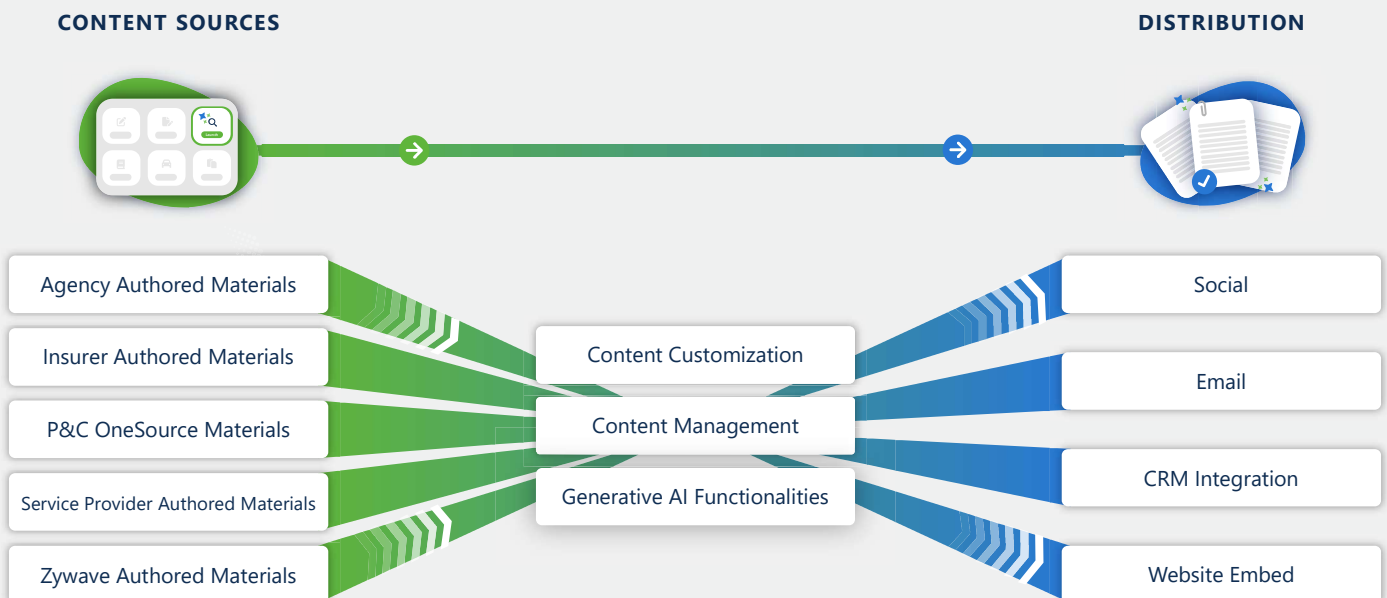
- We need **more** content for customers
- We need **better** content for customers
- We need more **targeted** content
- We can't **connect** our tech to content
- We need a better way to **manage** content
- We need a more **integrated**, efficient platform experience
- We need to figure out a content **workflow**

How Zywave can help

We like to think of the content solutions we offer as a content ecosystem. We include everything you need to execute your content strategy and marketing plans; a comprehensive system for creating, distributing, and measuring content to achieve your organization's goals. It involves a linked network of people, systems, tools, and technology that collectively enables the generation, management, and publication of content.

With the combined power of **Zywave's Content + Sales Cloud**, you can level up your content investment and amplify your business growth. Get custom content branded to your agency that you can share directly to your social channels and email to your customers with the help of an AI-powered email assistant. Find new leads and proactively communicate with them to build trust and brand credibility. Take the next step and get more from your investment. We can show you how easily and seamlessly these solutions can fit into your operations. Want to learn more?

Zywave's Content Ecosystem



You can do it

Now you've got the steps to create your very own content marketing strategy; it's time for action! Remember, it isn't just about creating content—it's about building relationships, establishing authority, and driving business growth. A successful content ecosystem is an investment that you will want to nurture and refine over time for the best results.

4 Content Marketing Mistakes to Avoid

- 1 Overlooking the competition.** The insurance marketplace is crowded. Make sure you stand out by having well-defined personas and brand voice.
- 2 Discounting audience needs.** It's tempting to focus on promotional content for your business, but you need to hit your prospects and customers with the content they crave. You need to provide valuable information that meets their pain points.
- 3 Inconsistent content.** Maintain a regular schedule for newsletters, social media posts, blogs, and emails. If you are consistent, customers will recognize your brand and look forward to your content and communications.
- 4 Ignoring metrics.** The more data you have, the better. Your content will improve as you are able to follow the metrics on what's working or not and make the necessary adjustments,



For more information,
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