

Information and planning steps you can use to make the most of...

Your Touch Point Advantage

NEWSLETTERS

Why use newsletters?

- To make regular contact with your clients
- As a means of regular communication to help build the relationship
- To convey that you are there for your customers – consistently
- To announce new products and services
- To spotlight particular products and services.
- To show customers possible exposures and risks they may have
- They can be used to help generate a response
- To direct customers to specific areas of your website
- To cause customers to contact your agency
- To offer newsworthy insurance stories

IT CAN BE TIME
CONSUMING TO
PUT EVERYTHING
TOGETHER
YOURSELF FROM
SCRATCH.
FORTUNATELY
YOU HAVE PLENTY
OF OPTIONS.

- To provide safety and other loss control messages
- To reinforce your activities and participation in the community
- To reinforce your support for the community
- To reinforce your importance in the community
- Newsletters are often saved when ads are tossed.
- Well-written newsletters have higher credibility than ads.
- The information you provide can be sent can be presented more clearly, concisely and in greater depth than with many other marketing tools.
- You can put or keep former clients on your newsletter mailing lists.

These tools are being made available for your use by PIA and The Partnership.



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Developing content - taking it one step at a time:

- 1)** Brainstorm ideas: bounce ideas around and discuss them with both insurance and non-insurance people. Use the web to research ideas and topics. Think of particular clients their situations, experiences you have had personally that others will relate to. Use ideas and content made available from insurance industry sources. Use marketing ideas and content offered by your carriers.
- 2)** Decide which ideas hold the best potential and develop them each separately – one at a time. Ask others in the agency for input. Use Internet search to look for what your carriers or other industry sources have available for your use.
- 3)** Organize your material. Create an outline. Do this to make sure you cover all the points you need to. Always bring the topic back to your agency in some way.
- 4)** Begin writing. Connect the points of your outline together.

Keep it simple.

Remember that most readers enjoy being relate to relate to the writer (in this case, yourself) as a person. Use a personal approach as you write and avoid insurance jargon.

- 5)** Proofread and edit carefully – have several people check for typos, errors and grammatical mistakes.

Tips on style:

- Make your newsletter's name memorable and unique.
- Use interesting article titles to grab reader's attention.
- Avoid insurance jargon – substitute insurance terms whenever possible, when you can't, be sure to explain what they mean.
- Hold back on sales hype – make it informational so as not to risk losing readers.
- Provide information that's useful and valuable to your customers.
- Use actual customer experiences as examples as much as possible.
- Be positive and encouraging.
- Do not be afraid to add a little humor. But don't overdo it - keep it professional.
- Offer free tips that will help your customers in some way.

- Offer tips and other information that helps position you and your agency as insurance experts.
- Include photos of your staff to make it more personal.
- Avoid large heavy areas of text: break-up with graphics, photos and whitespace.
- Leave space – don't crowd things together and use plenty of white space.
- Pay attention to details – typos and errors in grammar do not reflect well on your agency. Proofread and edit carefully – have several people check for typos, errors and grammatical mistakes.

Putting it all together:

It can be time-consuming to put everything together yourself from scratch. Moreover you may not have the design eye or software that's needed. Fortunately, you have plenty of options. Inexpensive newsletter templates are available for common programs such as Microsoft Word.

There are also many online solutions for busy agents and their staff. In most cases you simply cut and paste the text you created into the template. This makes the layout simple and streamlines the process of

distributing your newsletter online.

You can also use your newsletter in direct mail to prospects to help them get acquainted with you and your agency.

Include your newsletter in your welcome kit for new customers. This way they'll know to expect receiving future issues.

Make sure you announce the first issue of your newsletter to your customers so that when they receive it, they recognize it and where it's coming from. Also give them reasons to read it.

Have printed issues available for customers to pick up in your office.

And be sure to make current and back issues of your

newsletter available on your website. Provide a clearly identifiable place to subscribe to your newsletter on your website's homepage. This will also help you capture the names and e-mail addresses of both your customers and new prospects.