



## 6 Digital Marketing Strategies for Life Insurance Companies

Selling life insurance products to prospective customers can be a challenge. Changing demographics, ineffective traditional marketing campaigns, and shifting customer expectations are some of the key hurdles that life insurance companies are facing.

For instance, younger generations such as millennials and Gen Z have a completely different approach to purchasing life insurance. [They pick the insurance provider](#) based on its trustworthiness, convenience, and reputation, among other factors. At the same time, insurance companies also have to compete with bigger and local competitors.

In such a scenario, the sensible thing to do is to connect with your target audience through digital channels. In this article, we look at six digital marketing strategies to help life insurance marketers meet their objectives successfully.

These strategies are based on our latest edition of the Survey of Insurance Customers report. We surveyed 515 insurance customers to understand their attitudes toward insurance products and providers and what drives their purchase decision.

Let's dive in!

### 1. Use Email as a Foundational Block of Your Marketing Strategy

Personalization and better tracking features make email marketing one of insurance marketers preferred digital marketing channels. According to the Survey of Insurance Customers report, 53% of insurance providers use email to connect with respondents.

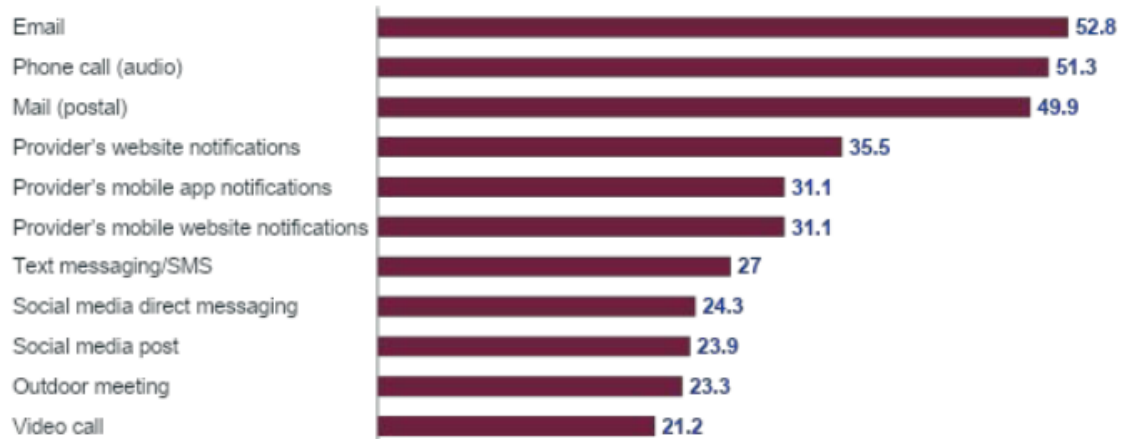
## Frequency With Which Insurance Provider(s) Uses Various Channels to Get in Touch With Respondent (2021)

*Base: Total Sample*

*N = (515)*

*Based on top-2-box scores on a 4-point scale (very/somewhat often)*

*At present, the channels used most frequently by providers to get in touch with their customers are email (53%), phone calls (51%), and snail mail (50%).*



41% of respondents (the highest percentage) visited the insurance provider's website after getting a reminder email from them.

The best way to begin email marketing is to build and maintain a current email subscriber list. Many of your customers are open to receiving promotional emails, and some may not. Ask for their communication preferences when signing up and categorize them accordingly.

Here are a few ways to include email marketing in your strategy:

- 1. Onboarding New Customers:** Send a welcome email when a new customer buys a life insurance policy. Assist customers in completing their online profiles by sending follow-up emails. This helps to kickstart an ongoing engagement and nurturing strategy.
- 2. Sales Campaigns:** You can deliver sales quotes to prospective customers and automate, upsell or cross-sell email delivery to your existing customers based on their preferences and behaviour across customer journey.
- 3. Promotional Campaigns:** If you are launching a new product(s), running an offer, or hosting a contest, email is often an effective channel.
- 4. Newsletter:** Use an email newsletter to regularly keep in touch with your customers. Use the newsletter as a part of your content distribution strategy. This is also a great place to promote partners.

- Relationship Building:** Use personalization to your advantage. Wish your clients on their birthday and other important holidays. This is particularly important for sellers of Life Insurance as the decision is usually triggered by threshold moments in one's life.

We would highly encourage you to check out [Really Good Emails](#) to find a treasure trove of email inspiration!

## 2. Invest in SEO to Drive Website Traffic

When a prospective client decides to purchase life insurance, their search begins with a simple Google search like *top life insurance company in my area*. They may visit the first few websites listed and get in touch with the agents for further inquiry before making a decision.

In fact, our survey reports that 15% of respondents found their agent through a web search. The number may not look significant, but it ranks second on the list, the first being word of mouth.

### How First Heard About Agent/Broker

*Among all consumers, mentions of "online ads" as the source of awareness of one's agent/broker declined significantly over the past year. Agent/broker awareness as a result of "online ads" and "web search" is significantly above average among Younger Customers, while mentions of "word-of-mouth" is significantly below average among this age group. Word-of-mouth stands out as the primary source of broker awareness among older consumers.*

	Total Sample			2021 Age Group		
	Year 2019	Year 2020	Year 2021	Under 45	45 - 64	65 And Older
<b>Base: Have Ongoing Relationship With Agent/Broker</b>	(306) %	(254) %	(262) %	(111) %	(33) %	(118) %
Friend/family/colleague	41	43	40	(24)	49	[52]
Web search	15	12	15	[25]	12	(5)
Insurance provider	18	13	14	(7)	15	20
Online advertisement	4	[15]	(9)	[19]	6	(1)
Promotional mail (post)	5	(2)	[5]	3	9	6
Promotional email	3	3	5	[11]	(-)	(1)
Offline advertisement (e.g., TV, radio)	5	3	3	4	3	2
Online content (e.g., forums, videos, blogs)	5	5	(2)	5	(-)	(-)
Other	4	3	[7]	(1)	6	[14]

With organic search being such a key traffic source, you can see terrific results by working on the following SEO basics:

- Keyword Research:** Although SEO has evolved over the years, keyword research still remains at the core of a successful SEO strategy. Make a running list of relevant keyword phrases your audience searches for that you can aim to rank for.

- 2. On-page SEO:** Strategically place the relevant keyword phrases in the titles, headers, URLs, body text, and anchor text. However, don't compromise on the content quality to accommodate the keywords. Make sure your content is written primarily for people and not stuffed with keywords.
- 3. Local SEO:** Enlist all your branches on [Google Business](#). Optimize your profile by updating the service description, address, operating hours, contact information, and photos. Encourage your customers to rate your branch and write reviews as well.
- 4. Off-page SEO:** Enlist your business/company/branch in relevant business directories such as Yelp. You can also write for relevant trade and industry publications, like Forbes or Nerd Wallet, to boost your authority in the life insurance niche.
- 5. Technical SEO:** This aspect of SEO can get ignored due to prioritizing content. It's an ongoing process where you update/remove broken links, manage URL redirects, optimize site speed, and maintain an XML sitemap.

### 3. Create More Bottom-of-the-funnel (BOFU) Content

When prospective buyers reach the bottom-of-the-funnel (BOFU) stage, they have decided to buy a life insurance policy, completed the research, and are now evaluating the alternatives.

According to our survey, the top three BOFU activities are as follows:

1. Get insurance quotes (70%)
2. Compare insurance provider rates (70%)
3. Research potential insurance providers (67%)

## Insurance Related Activities Ever Conducted Online

Consumer usage of every one of the 13 specific online insurance activities asked about decreased significantly over the past year offsetting the wave-to-wave gains recorded at the prior wave. Younger Customers conduct all insurance-related activities online to a significantly above average extent, while Seniors conduct all of these activities to a below average extent

	Total Sample			2021 Age Group		
	Year 2019	Year 2020	Year 2021	Under 45	45 - 64	65 And Older
Base: All Respondents	(645) %	(514) %	(515) %	(193) %	(81) %	(241) %
Pay an insurance bill/premium	85	88	(83)	[92]	86	(75)
Obtain insurance quotes	77	[83]	(70)	[85]	70	(57)
Compare insurance provider rates	76	[82]	(70)	[83]	[77]	(57)
Research potential insurance providers	72	[82]	(67)	[83]	70	(53)
Read information related to insurance	73	[81]	(67)	[84]	63	(56)
Make a material change to an account	67	[77]	(63)	[76]	61	(54)
Make an administrative change to an account	67	[76]	(62)	[80]	56	(49)
Process an insurance claim	61	[73]	(61)	[76]	(51)	(52)
Check insurance account balances	70	[79]	(60)	[86]	59	(39)
Contact an insurance rep via online chat/email	59	[66]	(58)	[81]	57	(41)
Research info on insurance products for educational purposes	65	[70]	(57)	[82]	56	(37)
Use an insurance-related tool/calculator	56	[64]	(47)	[75]	44	(26)
Use insurance-related apps (from your provider or a 3rd party)	49	[57]	(46)	[77]	44	(22)

While there is no dearth of top-of-the-funnel content that focuses on the basics of insurance, it's the BOFU content that moves the needle. Therefore, it makes sense to emphasize on BOFU content in your content strategy that drives conversions. Here are a few content ideas targeted at the BOFU stage:

1. Product features
2. Product and plan/policy comparisons
3. Testimonials
4. Interactive insurance premium calculator
5. Webinars

## 4. Adopt a Mobile-first Approach

[In a Google/Ipsos survey](#), 58% of smartphone users feel more favourable toward companies whose mobile sites or apps remember who they are and their past behaviour. In our survey, we found that respondents prefer mobile devices for the following reasons:

1. Secure for insurance transactions.
2. Using an insurance provider's mobile app to complete transactions is easy.
3. Easy to engage with the life insurance provider via smartphone.

# Attitudes And Feelings About The Use Of Mobile Devices In The Context Of Insurance (2021)

Based on top-2-box scores on a 5-point scale (agree strongly/somewhat)

The majority of consumers agree "It is easier to do certain insurance transactions on a desktop or laptop than on a handheld mobile device like a phone or tablet; it is not necessarily more secure," "It is easier to research/read up on insurance topics on a desktop or laptop than it is on a mobile device like a phone or tablet," "I feel more secure handling insurance transactions on a desktop or laptop computer than a handheld mobile device like a phone or tablet," and "It is easier to engage with my insurance provider on a desktop or laptop than it is one on a handheld mobile device like a phone or tablet." Younger Customers tend to agree with all aspects of the use mobile devices for insurance purposes to a significantly above average extent.

Base: All Respondents	Total Sample	2021 Age Group		
		Under 45	45 - 64	65 And Older
	(515) %	(193) %	(81) %	(241) %
It is easier to do certain insurance transactions on a desktop or laptop than on a handheld mobile device like a phone or tablet; it is not necessarily more secure.	65	[ 72 ]	( 57 )	62
It is easier to research/read up on insurance topics on a desktop or laptop than it is on a mobile device like a phone or tablet.	65	69	( 52 )	66
I feel more secure handling insurance transactions on a desktop or laptop computer than a handheld mobile device like a phone or tablet.	62	68	( 48 )	61
It is easier to engage with my insurance provider on a desktop or laptop than it is one on a handheld mobile device like a phone or tablet.	58	[ 71 ]	( 44 )	52
I think mobile devices are secure platforms for insurance transactions.	46	[ 68 ]	49	( 27 )
It is easy to use my insurance provider's mobile application to renew an existing policy.	39	[ 67 ]	41	( 15 )
It is easy to engage with my Property or Casualty Insurance provider on my mobile device.	39	[ 68 ]	37	( 17 )
It is easy to use my insurance provider's mobile application to complete insurance transactions.	38	[ 68 ]	42	( 12 )
It is easy to use my insurance provider's mobile application to purchase a new policy.	37	[ 71 ]	31	( 12 )
It is easy to engage with my Life Insurance provider on my mobile device.	37	[ 66 ]	32	( 15 )

With people spending more time on smartphones, it is necessary to design digital experiences keeping mobile in mind. Here are a few tips to get started:

1. Make the website responsive. Users should be able to access all activities on mobile that they do on computers.
2. Focus on app store optimization (ASO) to improve app store rankings. Include primary and secondary categories, localize app descriptions for different geographies (if relevant), and regularly update app screenshots.
3. Design the onboarding process so they can use primary app features immediately.
4. Use push notifications to prompt users to engage with the mobile application regularly.

## 5. Diversify Your Digital Ad Spend

The US insurance industry is predicted [to spend \\$15.28 billion on digital ads in 2024](#).

Although the percentage growth may have slowed down recently, a lot of external factors play into it. Our survey also reported similar patterns. In 2021, 41% of respondents said to have read/used insurance-related ads online, a whopping 20% drop compared to 2020.

However, the respondents asserted their receptivity toward consuming insurance ads across multiple platforms such as emails, display, text, pop-ups, videos, and social media ads.



## Types of Digital Insurance-Related Ads Most Likely To Read/Use

At present, about 4-in-10 Insurance Customers (41%) report being likely to read/use any insurance-related ad when online. This represents a significant decline from the 2020 level (61%). The likelihood to read/use every type of insurance-related ad asked about varies inversely with age.

	Total Sample			2021 Age Group		
	Year 2019	Year 2020	Year 2021	Under 45	45 - 64	65 And Older
<b>Base: All Respondents</b>	<b>(645) %</b>	<b>(514) %</b>	<b>(515) %</b>	<b>(193) %</b>	<b>(81) %</b>	<b>(241) %</b>
<b>Would Read/Use Any Insurance-Related Ads (Net)</b>	<b>64</b>	<b>61</b>	<b>(41)</b>	<b>[69]</b>	<b>37</b>	<b>(20)</b>
E-mail marketing for insurance services/products/brands	32	32	(24)	[39]	21	(14)
Display ads for insurance services/products/brands	25	25	(13)	[29]	(5)	(4)
Text message ads for insurance services/products/brands	13	[19]	(12)	[23]	(7)	(5)
Pop-up ads for insurance services/products/brands	16	17	(10)	[20]	(6)	(3)
Video ads for insurance services/products/brands	17	[22]	(10)	[17]	10	(4)
Social media ads	na	na	9	[19]	6	(1)
Other insurance-related ads	1	1	1	1	-	1

Therefore, life insurance brands and brokers looking to invest in digital ads should do so by diversifying their initiatives on multiple channels. Here are some tips to get started:

- 1. Create Comprehensive Buyer Personas:** Different age groups have different motivations for buying life insurance. Therefore, creating multiple buyer personas based on age groups, income levels, location, and other demographics would allow you to effectively plan and target your ad campaigns.
- 2. Keep a List of Negative Keywords:** Negative keywords ensure that your PPC ads don't show up for irrelevant search terms. This becomes essential considering how vast the insurance sector is. Therefore, include a list of negative keywords when setting up search engine marketing (SEM) campaigns.
- 3. Use Remarketing to Drive Conversions:** Once a user has decided to buy life insurance, they may visit your website to gather more information but won't buy from you yet. Remarketing plays a crucial role in targeting these high purchase intent buyers. Using remarketing, you can target these buyers through social media and display ads while guiding them through their buying process.

## 6. Use Chatbots to Automate Customer Service Functions

In our most recent survey, 67% of respondents were aware of chatbots. While the number of respondents who have used a chatbot is relatively low, people who haven't used them didn't have an opportunity to try them.

### Awareness And Usage Of Chatbots/Virtual Agents For Information Related To Insurance Policy/Policies (2021)

*67% of all Insurance Customers and 86% of Younger Customers are aware of chatbots/virtual agents. However, only 19% of all consumers and 41% of Younger Customers have actually used a chatbot.*

	Total Sample	2021 Age Group		
		Under 45	45 - 64	65 And Older
Base: All Respondents	(515) %	(193) %	(81) %	(241) %
Total Awareness of Chatbots/Virtually Agents (Net)	67	[ 86 ]	66	( 53 )
I have heard of them and have actually used them	19	[ 41 ]	( 12 )	( 4 )
I have heard of them but, to my knowledge, have never used them	48	45	54	49

This gives the perfect opportunity for life insurance companies to experiment with chatbots in their customer experience. There can be a slight hesitation among users as they might find human agents more trustworthy, but you can roll out chatbot functionalities gradually, starting with the most basic functions.

Chatbots can help handhold users throughout their purchase journey, from buying insurance to submitting a claim. Some key use cases of chatbots for life insurance companies are as follows:

1. Deliver policy-related information as requested by the user.
2. Update the user on the policy status.
3. Edit insurance policy details and change beneficiary.
4. Schedule payments.
5. Make better policy recommendations based on user queries.



## Closing Thoughts: Delivering an Omnichannel Customer Experience

You may have noticed by now that digital marketing for life insurance has become multifaceted. Since brands from other sectors have adopted a dynamic and omnichannel approach to marketing, customers are accustomed to it and are now expecting it to be a part of their purchase journey and/or overall experience. Therefore, life insurance companies must assess every digital channel and integrate the relevant ones into their marketing mix to deliver a coherent customer experience to their prospects and customers.