

# 3 REASONS WHY

Your Social Media Efforts Suck



## The Situation

Insurance prospecting has changed. You can't cold-call anymore. No one is looking you up in the phone book (remember those?). Sure, SEO is great, but it's passive - meaning you are sitting around waiting for someone to search for insurance. And when they do, do you really think you can out-SEO Flo or the green lizard? They pour millions into it.

Your future – and your agency's future – is in social media.

Yeah, yeah, you say, you've played around with social media and it hasn't generated anything for you. That's because you're doing it wrong. Read these three reasons why your efforts are failing, and make some adjustments. You'll soon see positive results.

## The Three Reasons Why Your Social Media Efforts Don't Work Well

### 1. You're having a one-way conversation

So many agents are *broadcasting* instead of *engaging*. Social media is about being social. Being social means talking back and forth in a friendly way. If you are simply going onto Facebook and shouting about all the services you offer, your audience is going to tune you out, and soon you'll be shouting to just your mom and maybe a couple of clients who follow you.

You need to encourage conversations. You need to talk about things people want to talk about. Talk about their pets, talk about their cars, talk about their RVs and 5<sup>th</sup> wheels. Ask for their opinions about local businesses (Realtors, plumbers, roofing guys, etc.) Talk about the weather, traffic, growth in the community, the things you would normally talk about with your friends if you were grilling burgers at your place. As people get to know you, trust you and like you, they'll be infinitely more likely to do business with you.

For additional conversation ideas, download our eBook, ["99 Engagement-oriented Social Media Content Ideas for Your Insurance Agency."](#)

### 2. You're boring people with a tired, meaningless message

Telling people you can help them save money on their insurance is not a valuable message. If every insurance agent in the country can offer the very same thing, it's not very valuable, is it?

Instead, tell the stories of the people you have helped. In written form (or better in selfie-video form) tell the stories of the people you have protected. Who really needed that life insurance policy you sold them? Who was glad they bumped up their protection against uninsured drivers? Who had their vehicle replaced when their teenager wrapped it around a telephone pole?

Tell the human stories – tell how you protect individual people. People will find your personal, emotional, real stories much more compelling than you simply braying like a donkey about how much you can save people on their insurance.

### 3. You're not telling them what to do.

When you have an engaging conversation, or you finish telling the sad story of someone who didn't buy life insurance when you offered (and are now relying on Go Fund Me accounts or jars in the c-store) tell people what to do! Don't just tell the story and end. You're a salesperson! Tell the viewer what to do! Tell them where to click, the number to call, or to come to your office after work on Wednesday. Tell them what to do (and when!) so they can enjoy similar protection, or so they can avoid similar loss, pain and grief.

## SUMMARY

Don't broadcast, engage. Talk about what people want to talk about (it's rarely insurance) and instead of droning on about saving people money, tell real stories of real people who benefitted from your expertise and the protection you provided to them (or the sad stories of those who opted not to carry sufficient protection).

Do this, and your efforts will be more fruitful.

Want more ideas? Want to be part of a community of agents who are generating their own exclusive leads via social media? Want special help, including instructions for replicating successful social media-based lead gen campaigns? Check out a [free webinar](#) to learn more!

**If you're ready for the big leagues - and you're really ready to go to the next level :**

### [Enroll in our exclusive online Lead Generation Training Program](#)

This program contains 18 training videos, weekly marketing content and social media-ready images (all unbranded and customizable), membership in an active, private Facebook group and much, much more.



Boyd Karren is the President of CASS Leads (CASS Leads is not a lead re-seller) and spends his time teaching insurance agents how to generate their own exclusive leads online, so they don't have to resort to buying Internet leads from re-sellers.