

The Social Web and Insurance - Finding Success & Lessons Learned

ACT Webinar Presented By:

Claudia McClain, McClain Insurance Services
Angelyn Treutel, Treutel Insurance Agency
Mike Wise, President, WebWisdom LLC
Rick Morgan, Chair ACT Social Web Work Group
Jeff Yates, ACT Executive Director

The webinar will start shortly!



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Jeff Yates

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Housekeeping Items

- Enter questions in the written Question & Answer Box
- A recorded webinar will be made available at the “Websites & Social Media” Quick Link at www.iiaba.net/act
- You will get follow up email with presenters’ email addresses
- [facebook.com/independentagent](https://www.facebook.com/independentagent)

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Finding Success & Lessons Learned

- Can the tools of the Social Web be used to drive new business?
 - b2b vs. b2c
 - sale is still made offline.
 - strategies on how to make it work.

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Finding Success & Lessons Learned

- Where do you start?
 - How does Social media fit into your overall business or marketing plan?
 - Comprehensive and integrated strategy
 - Building relationships with clients and cultivating centers of influence
 - Less planning and more action

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Finding Success & Lessons Learned

- How important is blogging?
- How is blogging affecting the website of "today"?
- A website vs. Facebook
- Other key aspects of effective websites

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Finding Success & Lessons Learned

- Where do you get content?
- How do you build friends, fans and followers?
- Is the Social Web for everyone?
- How is "social" managed and measured?
- Using the Social Web as knowledge and information resource

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Follow Up Items

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Recorded ACT Social Web WG Webinars & Tools

- "Creating a Social Web Strategy & Policy for Your Agency"
- "Introduction to the Social Web - A New Way to Connect"
- "Agency E&O Considerations when Social Networking"
- "Successful Agency Techniques to Build, Integrate and Manage your Blog, Facebook, Twitter and YouTube"

ACT Resource: "Creating a Social Web Policy for Your Independent Agency"

www.iiaba.net/act at "Websites & Social Media" Quick Link

