

Part 6 Know Your Audience

Want to make a strong impact, quickly?

We can help.

Our handy hints will give you lots of 'quick wins' to cut through the noise and start marketing more effectively today...



We should say this at the outset: all marketing content must be compliant. There's never an excuse for not being transparent, clear and fair in all of your communications. If in doubt, please check the Financial Conduct Authority's recommendations and guidelines for the activity you're proposing.

Engaging with your audience is essential, you know that. But in all the excitement of creating that great content to promote your business, it's easy to forget the simple things that make a HUGE difference.

one

Timing is everything

You wouldn't mailshot all your motor insurance customers together, would you? Remember who you're targeting and when. For example, messages about house and motor insurance may only 'hit home' in 1 month out of 12 - renewals month. What is relevant to your audience this week, and what is not?

two

Cleanliness is next to...

Well, it's important, let's put it like that. Do spend time 'cleaning' up your databases. Check details. It's amazing how many brokers lose track with a large database. Cleaning data saves money, time, materials and it means you won't be following up on enquiries that aren't quite what you wanted.

quick tip

Be brilliant every time.

Check your marketing for simple errors or spelling mistakes. Make sure content is easy to understand. Avoid jargon at all costs, and if it's appropriate, take time to start with 'What this means is...' or 'To put it in another way...' It's never wrong to make documents easy to read!

three

Attention to detail

Believe it or not, some brokers still send mail out without checking the mail merge. We've all seen examples of 'Dear [FIRST NAME][SECOND NAME]' in our own post! Accuracy is so important, and it helps you retain customers who want to be sure you can handle their personal data and details...

four

Try some Nudge Theory

Incredibly, as human beings, we don't always go for the cheapest option. Easy - that's what we like. That, and great value. If you send direct mail that asks for a response, never be afraid to offer an 'upgrade' option too. If it's easy to tick a clearly-labelled benefit box, usually, a customer does just that!

five

Use critical thinking

Knowing your audience well is essential. A great way to engage with everyone is to ask a question that's easily answered 'Yes'. Such as, "Would you like your policies to cost less, but give you better value?" "If we could save you £100 tomorrow, would it be worth 10 minutes of your time today?"

Ask nicely, but do remember to ask!

A 'call to action' (or CTA) is the fourth most important element of any marketing campaign. The first is timing, the second is your audience, the third is the meat on the bones of your actual offer. However, without a good, clear CTA to back those first three elements up – you may well be wasting your time.

- Be clear – don't be afraid to say 'call me'. 'Email me'. 'Book a review'.
- People are busy, so make your call to action clear. Put it at the top of a page as well as at the bottom. Online, don't be shy of adding a line of text to explain a 'Find out More' message.
- If you're intent on sending people online – make sure the CTA doesn't disappoint. Provide MORE information. Give them more details, not just the same message.
- Double check the phone number you're asking people to call. Actually ring it – ah, yes, when exactly DID you last change your answerphone message?!
- Get someone who hasn't been involved in your campaign to test it. Follow the CTA, to the letter, and report back on the experience as though they're a prospective customer...

Adding a clear CTA helps people understand what it is you'd like them to do – and it also highlights that your message is part of a process, or a learning experience. Now, start marketing!

“Okay, but if everyone's cutting through the noise and we're all doing it the same way, won't that make it harder for customers to choose between us?”

No, not at all. The joy of marketing any business is that your aims, your brokerage brand and (most importantly) your perfect customers are usually slightly different to every other brokers' audience.

YOU make the difference, and the action YOU take now.

Some brokers try to market on price. Some brokers prefer niche products. Many want long-term relationships to cross-sell a whole range of products for their customers' entire life journey. Decide what's right for you – and we'll support you, all the way!

More tips for success

Plan to succeed



Put a firm marketing plan into place.

Share your vision



Get everyone in your office on-board with organised marketing.

Remember regulations



Do check up on what you're allowed to say (and do).

And don't forget



People buy products from people they like, so build relationships first!