



Would you like to generate more leads for your agency? What marketing techniques are you currently using? What marketing techniques could you add?

This article is designed to give you a few ideas to help increase your brand awareness and hopefully provide you with a few options you aren't currently using.

➤ **Social Media** — this is one of the most underutilized resources as we are still moving from social media being something the kids do to being used an actual sales tool. Having a LinkedIn, Facebook, Instagram, Twitter, website and YouTube page are all great ways to get yourself into the social media arena.

Once you have your pages set you will need to post on them regularly to ensure that you are building a following as a trusted resource in the industry. Post articles that would benefit your clients, post photos of donations you make or associations you are involved with. Just make sure to keep your personal pages separate from your business pages to avoid any awkward oversharing of your personal information.

Post videos or blogs using apps like Loom and/or Bombbomb. Getting your face with your name is a great method for getting people to know you.

Consider boosting posts (paying for the post to reach more people) as a way of putting your name out to an even larger group and to build your social media following. The more people see and interact with your posts the more your name spreads.

➤ **Paid Ads** — paying for ads in your local church flyer, for your child's school or with a local association can be a very cost-effective way to get your name out in front of the community you serve. While the number of people reached may not be as high as a billboard or yellow pages ad, you will be targeting people in your direct community. People love to support local businesses, so showing your involvement and support of the community can really pay off.

➤ **Sponsorships** — these are also a great way to build brand awareness while again supporting a local association, team or group. Does your child's sports team need sponsors and are willing to put up a sign stating your support? Is there a golf outing, walk or fundraiser (like coats for kids) that you could easily support without a huge financial investment? Again, these show your commitment to the community, which is a great way to attract new business.

➤ **Networking groups** — join one or two networking groups; there are generally several in your area that meet at different times and places. Find the one that will work best for you and your schedule. Ask if you can visit the group as a guest before you make your decision and see if the other members would be a good fit for you and generate connections and leads for you. Make sure that you understand the costs involved (are there monthly dues, do you need to buy a meal, etc).

➤ **Join a local association** — like a Chamber of Commerce, Toastmasters, a local Business Alliance or the like. These are generally more cost effective and will put you in front of other business leaders in your community, allowing you to build relationships that foster referrals. Join a committee once you get involved with the association, this will get you involved and offer an opportunity to develop closer personal relationships with the other volunteers on the committee. Join one that will use your strengths, membership recruitment, marketing or education are typical committees that are part of an association.

➤ **Join a trade association** — like PIAW, IIAAW or Blue Goose. These are going to give you the opportunity to make connections in the industry with like-minded professionals, have access to educational events and learn about new trends, rules and regulations in the industry. Again, once you join the association get involved! Joining an association is like getting a gym membership - if you don't use it, it's not going to produce anything for you or the results will be very minimal.

I hope these tips and ideas are helpful to you and assist you in developing a marketing plan that is going to grow your business and cement you as the trusted resource in your community.

