

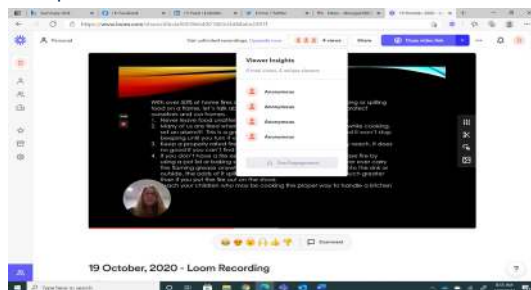


Have you ever made a Loom? Do you know what Loom is? It is a program that allows you to make quick and easy videos! Can Loom help you grow your business? Yes!!! How? Let's explore the possibilities.

- Loom videos are a great way to capture the attention of a potential client. It provides the ability to create short videos about specials you are running and share with your contacts. You can do this by uploading them onto your website, sending in an email, or posting to social media. Loom provides an easy way to explain the special and drive people to show interest by completing a form.



- With COVID still being a concern for holding in-person meetings, Loom videos are a great way to present a policy to your insured. You can display the policy on your computer screen as you talk about the specifics of the policy. The ability to highlight important riders or clauses is part of this program as well.
- Loom videos are trackable! You can see who has viewed your video, providing you the opportunity to follow up with interested clients.



- Loom videos are free!!! There is no charge for this service and there is unlimited usage. You can make and send as many videos as you would like.
- Videos can be any length! For marketing purposes videos should generally be less than two minutes. So, if you are promoting a product or service for the month, you will want to keep the video short and to the point, making sure you include a call to action. If you are going over a policy with a client, your video can be as long as necessary. If the policy has a lot of points to cover, you may want to break it up into smaller videos, so the points don't get lost or it's easier for the client to refer to certain videos to answer specific questions.
- Loom videos are stored on their website, so you don't use your computers storage space! The only thing you need is the link.



- Loom Videos can be emailed, shared on social media, or sent through a text. There are many ways to share your videos with a target audience of your choosing, just copy and paste the link into whatever format you are using!