

AGENCY WEBSITES: THE HUB OF MARKETING

By Michelle Longo



Thanks to the Internet, you can make a fabulous first impression without even talking to a prospect. Unfortunately, thanks to the Internet, you can make a not-so-stellar first impression without even talking to a prospect.

There are all sorts of ways to get referrals. You can put your efforts into email campaigns, print and social media, and paid advertising. Referrals will likely always remain at the top of the list just because of the business we're in. But no matter how your prospects hear about you, one of the first things they'll do is check out your website.

If your website looks amazing, is easy to navigate, and contains information they want to read, prospects will stick around to learn more about you. And if it doesn't, well, they may move

on without giving you a shot. Your website should reflect the amazing, knowledgeable, and capable agency you are. You wouldn't show up to a prospect meeting in torn jeans and a stained hoodie. Don't show up to the Internet that way, either.

You may be thinking, "I'm not a web designer; I just want to sell insurance. I don't have time for this."

We hear you, and that's why we created ActiveAgency, the innovative insurance agency website platform that can have you wowing your prospects every time. It's got tools and features to help you stand in a crowded playing field, but it also reflects who your agency is at the core. That's because although ActiveAgency is a platform, each website is custom-designed. Our skilled designers know how to turn a client's vision into reality.

Here's what our designers say about the process:

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Websites are an awesome representation of an agency. In my opinion, having a slick website helps agencies stand out from the rest and backs up their professionalism. While I'm designing websites, I like to take the notes from the client and use their logo as inspiration, infusing everything together into a design that I believe represents the client efficiently. The aspect that I enjoy most about designing websites for various insurance agencies is the ability to do what I enjoy most to create something that will help someone else succeed and look good! I find the most fulfillment in my role when a client walks away happy and satisfied with the work my team and I have done! - Brittany

Working with different independent insurance agencies is a design challenge, but it is also a great responsibility! When I am designing, I always remember we, at Forge3, are helping our clients build stronger relationships through their website, create or strengthen a digital presence, or (my favorite type) create an independent agent's very first website. As a designer, my goal is to really understand the clients I work with, what their digital goals are, and what they hope to gain from having a website. - Liz

Second best doesn't cut it in sales, and second-rate insurance won't do for your clients either. There's no getting around it: In order to be successful in today's market, every agency needs a dynamite website to put their best digital foot forward.

Not sure your website cuts the mustard? Looking to freshen things up? Visit us at forge3.com/iab to see what we can do for you and schedule a demo! ▲



Michelle Longo is a digital marketing account specialist for Forge3, Ltd.

WHAT CAN ACTIVE AGENCY DO FOR YOU?

DID YOU KNOW that 74% of all insurance shoppers start by searching online? How your agency looks online matters more than ever.

ActiveAgency is the IA&B-approved website platform designed specifically for insurance agencies. It includes innovative sales tools and features like Clickable Coverage, Hello Producer, and more.

There are no setup fees or long-term contracts. And thanks to our partnership with Forge3, IA&B members receive special content.

Learn more by visiting Forge3.com/iab or contacting Zack Yurch.



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