Interactive Clickable Coverage graphics, such as the homeowners' image (seen above), allow visitors to click and learn about their unique risks and coverage options.

TOP 5 WAYS AGENCIES USE CLICKABLE COVERAGE

By Michelle Longo

Wouldn't it be great if clients and prospects understood that insurance is so much more than price? Agents want to sell based on value, presenting the risks and solutions so the prospect is focused less on premium cost and more on protection. But the prospect isn't always listening, or maybe they simply don't understand what's at stake. You've probably been down this road before, and you may have even wished you had the means to easily convey the message that insurance is more than price.

At Forge3, we've developed a powerful website platform, ActiveAgency, that can help you look great, make a striking and lasting first impression, and provide you the tools you need to improve your online presence, boost engagement, and generate more leads. What's more, our Clickable Coverage tool is fully integrated and designed to help agencies bolster sales through education.

Clickable Coverage scenes focus on the most common risks associated with both personal and business-related scenarios. And, because they are embedded into our product pages and throughout the

platform, visitors can easily learn about the unique risks and coverage options that are available to them. Examples include home, high net worth, auto, condo, renters, and more. On the business side, there are high-level scenes such as employee benefits, business, and cyber liability, as well as niche-focused graphics including medical office, restaurant, non-profit, and many others.

But having a killer website and access to state-of-the-art tools isn't enough. You have to use them for them to be effective, and we can help you with that, too!

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Here are the top five ways agencies use Clickable Coverage.

ENHANCE DIGITAL MARKETING STRATEGY

Our 28 Clickable Coverage scenes are packed full of SEO-friendly, keyword-rich pages. This top-quality content helps drive traffic to your website in an engaging way. Did you know that most webpage visits only last around 10 seconds? It's true! Compare that to the average seven minutes visitors spend on Clickable Coverage pages, and it becomes clear the content is resonating. You're more likely to make a sale when prospects are spending time with you.

ADD PIZAZZ TO YOUR SALES MEETINGS

Skip the PDFs and slide decks. Instead, walk prospects through the graphics on an iPad. Sixty-five percent of the population consists of visual learners, and the Clickable Coverage scenes present a tremendous amount of valuable information in a format that's ripe for retention.

BOOST FOLLOW-UP COMMUNICATIONS

After meeting with a prospect for the first time, many agents like to send a follow up email to say thanks and reiterate key points. By including a link to a Clickable Coverage scene or two, it reinforces the need to focus on value and understand the importance of proper coverage.

UPGRADE RENEWAL REMINDERS

When it's time for your client's renewal, remind them why they chose you. When you send links to the relevant Clickable Coverage pages, clients can easily recall the risks they face in their business and the solutions you can provide. They're bound to be thinking about cost, but you can use this tool to redirect them to value.

LEVERAGE SOCIAL MEDIA

Whether you're using Facebook, LinkedIn, or another platform, your content needs to stand out, and the Clickable Coverage scenes offer attention-grabbing visuals that really pop on social media. They also make great landing pages for your posts and ads, driving traffic directly to interactive pages on your website.

Clickable Coverage is an easy and effective way to introduce insurance concepts to prospects and reinvigorate existing client relationships. We believe that when customers understand the risks and solutions, cost becomes less of a driving force in their decision making. Through ActiveAgency and Clickable Coverage, you can send that message loud and clear.

Visit us at forge3.com to learn more, and schedule you site demo today! ▲

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