

How Team Member Bios Can Enhance Your Brand Awareness

By Michelle Longo, Forge3, Ltd.

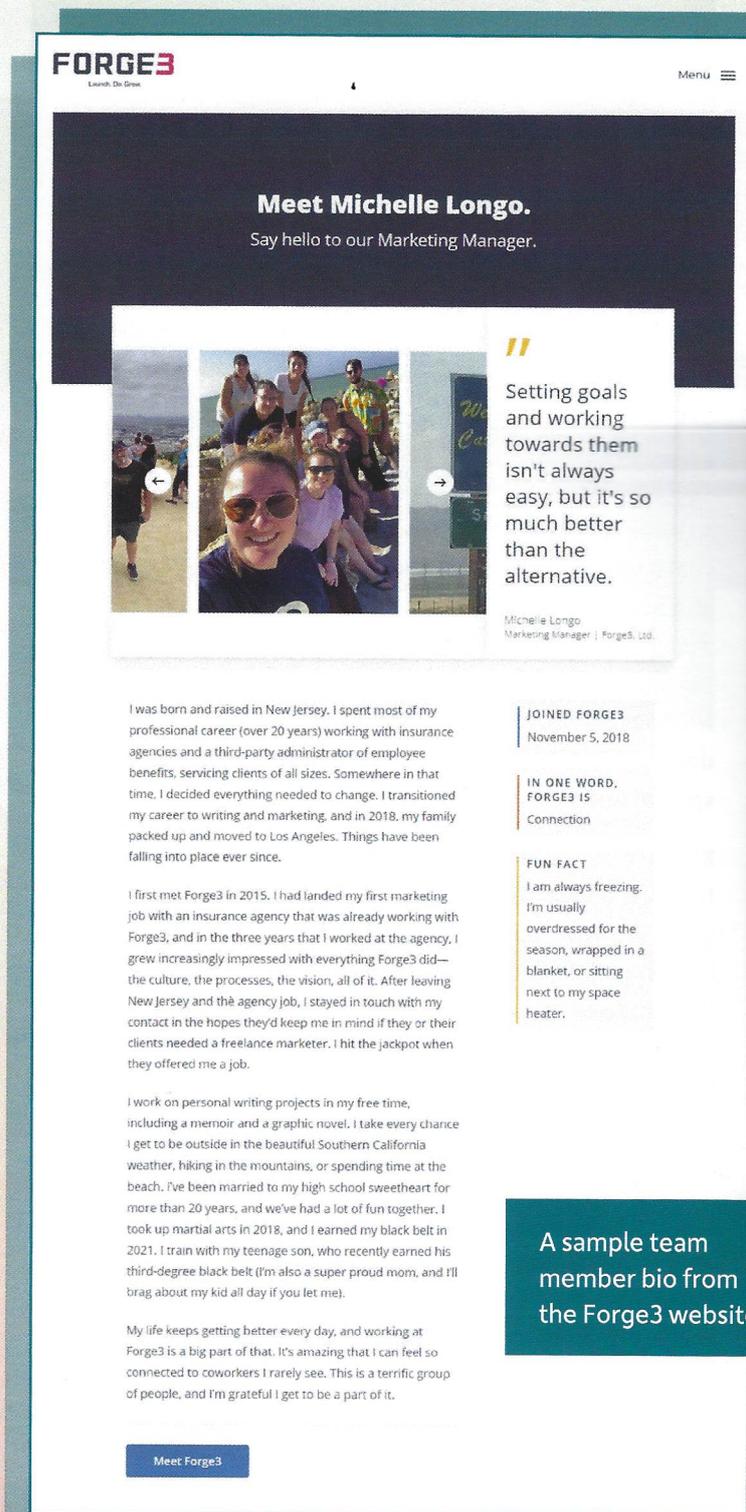
Adding team member bios to your agency website can pay dividends. On the following pages, get tips for creating – and leveraging – employee bios.

Show the Human Side of Your Agency

Team member pages are among the most visited on insurance agency websites. The reason is simple: clients and prospects want to know who they are or will be working with. These pages connect your site visitors to your team, allowing them to “put a face to the name.” When your website has a strong team page, it can serve as a great way to build relationships right from the start.

Drive Traffic to Your Website

When someone views your team member page, they get to see and know you better. But how do you get them to visit that page, and why does it matter? Let’s tackle that second part first. As we mentioned, building rapport between your team and your clients is a big component. However, there’s another aspect that can lead to so much more, and that’s the fact that you’ve brought someone back to your website. Once there, you can take advantage of tools like Notification Bars and Power Panels that contain strong calls to action to get a quote, learn more



A sample team member bio from the Forge3 website

about insurance, or find out about an event you’re hosting. Once you have their attention, you can use it to your advantage to make your website work for you.

Share Bios with Your Audience

Two easy places to share links to employee bios are your social media channels and your newsletter communications. Include some text and a picture to grab attention, then link back to that team member’s page.

Here are some ideas to get you started.

First, tell a story. Did one of your employees save the day on a tough claim situation? You can include a brief description of what happened and a testimonial from the satisfied client. Another idea is to congratulate someone who has received a promotion, earned a designation, or hit an important milestone. You can also create an employee spotlight series where you highlight a new person each week. Share a fun fact about them or some other piece of information, then invite people to learn more. In all cases, include a link to the team member's bio to drive traffic to your website so they can see the human side of your agency.

How to Get Started With Bios

First, you'll want to make sure your website has a team member page with fantastic bios already set up. Be sure to include a photo and contact information for each person on your page. Photos can range from the traditional headshot to a fun, more personal image. Strive for consistency in your photos to maintain a cohesive look on your site.

3 Tips for Outstanding Team Member Bios

Some people find writing a bio very difficult because they aren't sure what they should include or feel like they aren't good enough writers. However, there are some things that you can do to make the process easier for your team to help alleviate some of those concerns.

Format. Start with an easy-to-follow format. If all team members begin from an outline that works well for most people, bios can be consistent while also showing each team member's personality.

Perspective. When people think of bios, they often recall seeing them written in the third person (he/she/they). To get more creative and personal, encourage your team to use the first person (I/me). First-person bios tend to be less formal, which will add an air of fun and approachability.

Length. Short and sweet is the way to go. All you need are a few short paragraphs for clients and prospects to get a snapshot of who you are. Bios that are too long can lose a reader's interest, which is the opposite of what you want.

3 Things to Include in Bios

Bios don't have to be rigid and stiff. They can be creative while still showing things like education and experience. Clients want to see the human side of your agency, and bios are a terrific way to develop that bond. In the

first paragraph, offer an introduction that includes the employee's role in the agency, how long they've been there, and their main focus. The second paragraph is a perfect spot for background information such as previous work experience, formal education, professional designations, and a listing of awards, accomplishments, and honors. Finally, the last paragraph can highlight the personal side, with things like outside interests, hobbies, or family information the team member is comfortable sharing.

Anchor Questions: What Can They Do?

If you want to make things a little more interesting and fun, try asking all team members to answer a specific question. This could be anything from a favorite meal or flavor of ice cream to a favorite book or movie. If you have a larger team, consider having everyone offer a fun fact others would not suspect about them or a surprising thing about their job that no one would expect. Be sure to make the question inclusive and easy enough for anyone to answer.

Make Bios Part of Your Agency Website

Our ActiveAgency platform has everything you need to show off your team and the human side of your agency. Bios and team member pages are perfect opportunities to provide a window into your agency and show there's more to your team than just insurance. When you identify a few common elements to include in each, you can simplify the process for your staff, making it easy to include team member pages and bios on your insurance agency website. And once the team page and bios are all polished up, get the most out of them by sharing them far and wide!



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