FREE GUIDE FOR INSURANCE AGENCIES

5 practical ways insurance agencies can generate more inquiries through social media

Five ideas you can put into practice without a large budget. Each one explains why it may help, gives a realistic example post and suggests a next action.

Before you post: use wording your agency has approved, and avoid promising coverage, prices or outcomes. The examples below are starting points to adapt. Results vary, and no approach guarantees inquiries or sales.

1 Answer common customer questions in short posts

WHY IT MAY HELP

People often look for a quick answer before they contact an agency. A short, plain answer to a question you hear every week shows that your agency is approachable and gives readers a natural reason to get in touch with their own question.

EXAMPLE POST

> “A question we hear a lot: what should I have ready before I ask for a home insurance quote? Usually your address, the year your home was built and details of any current policy. Every situation is different, so send us a message and we can talk through yours.”

NEXT ACTION

List the five questions your team answers most often by phone. Turn one into a post this week, and ask whoever handles compliance at your agency to approve the wording first.

2 Use relevant local and business-specific content

WHY IT MAY HELP

Local posts are easier for neighbors and local business owners to relate to. They also show that your agency knows the area and the kinds of customers it serves.

EXAMPLE POST

> “Spring is a busy season for new small businesses in our town. If you have opened a shop, studio or service business this year, we are happy to review what kind of coverage you may want to ask about. Call us or book a time on our website.”

NEXT ACTION

Note three local events, seasons or business types that matter to your customers. Plan one post for each over the next month.

3 Show the people and process behind the agency

WHY IT MAY HELP

Many people want to know who they will be speaking to. Introducing your team and explaining what happens after someone gets in touch can make the first conversation feel less formal.

EXAMPLE POST

> “Meet Dana, who handles many of our new inquiries. When you contact us, Dana will ask a few questions about what you need, then arrange a time with the right person on our team. Say hello by message or phone.”

NEXT ACTION

Ask each team member for a photo they are comfortable sharing and one sentence about their role. Get their permission before you post.

4 Use clear calls to action and simple inquiry routes

WHY IT MAY HELP

A helpful post can still end without a next step. Telling readers exactly how to reach you, and making sure that route works, removes guesswork for anyone ready to talk.

EXAMPLE POST

> “Renewing soon and have questions? Book a 15-minute call using the link in our profile, or send us a message and we will get back to you during business hours.”

NEXT ACTION

Pick one main inquiry route, such as a booking link or a website form. Test it from a phone, then add it to your profile and to the end of each post.

5 Follow a repeatable posting and response routine

WHY IT MAY HELP

Occasional bursts of posting are easy to forget. A simple routine keeps your agency visible, and a set time to check comments and messages means inquiries are less likely to wait.

EXAMPLE POST

> “Every Tuesday we answer one question from our community. Comment below or send us a message with yours, and we may cover it in a future post.”

NEXT ACTION

Choose a realistic schedule, such as two posts a week. Put the posting times and a daily time to check messages in your team calendar, and decide who covers each one.

Once inquiries arrive, make sure someone or something is ready to handle them. See how an AI-powered virtual receptionist can answer calls, capture details and book appointments for your agency.

Book my 20-minute demo

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