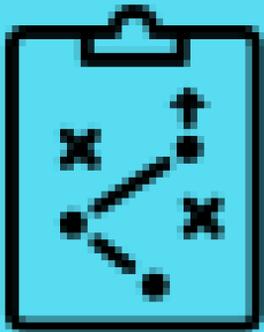


# The 5 Deadly Marketing Mistakes

THAT KILL INSURANCE AGENCIES



## 1.) NOT HAVING A PLAN

Professionals never just wing it. Pilots have flight plans, doctors follow treatment plans, and soldiers execute military plans. Most agents will never have a marketing strategy, and thus they'll waste time & money on loads of tactics and ultimately, never see any results.

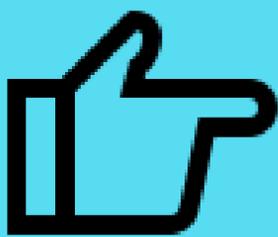
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## 2.) IGNORING 80/20

Like all things, 20% of your marketing channels will produce 80% of the results. In spite of this knowledge, most insurance agents continue investing precious time and money in what's not working. Don't be like them, cut your losses! Invest more in what is and explore new digital channels.



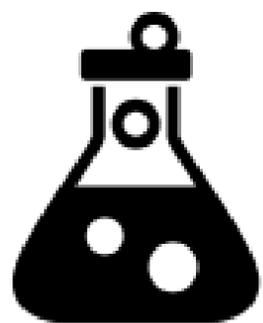
## 3.) WIIFY > WIIFM



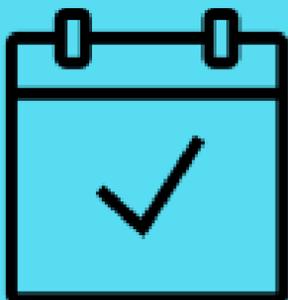
Newsflash, no one cares about your insurance agency! Your prospects only have one question, "What's in it for me!?" Most insurance agents digital content focuses on the "what's in it for me?". As a rule of thumb, all of your marketing should have your audience in mind. Before you post, think why should they care and what's in it for them?

## 4.) FAILING TO TEST

9 out of 10 insurance agents don't do any testing at all. But the genius of any marketing will lie in the tests. Test, test, test! Start with a small sample size, A/B test, experiment. Take what works, rinse wash, and repeat.



## 5.) EXPECTING OVERNIGHT SUCCESS



The beauty of marketing is that a lot of it you can do a lot for free. The problem is that results don't happen overnight. Think of it like farming, you plant your seeds in few months you have your harvest.

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