

CSE CHECKLISTS – “MEET TODAY'S INSURANCE CONSUMER”

WHAT TO THINK ABOUT

	How do consumers I want to work with shop for service providers?
	Which clients can I ask to provide customer reviews and testimonials?
	How do consumers communicate: What tools (e-mail, phone and text, for example) do they want to use to send and receive information?
	How do clients and prospects view my agency's responsiveness?
	In what environments (social networks and websites, for example) do consumers want to interact?
	How can I reach out to and respond to consumers who are using mobile devices (phones and tablet computers)?
	What makes consumers stay? Why do they leave?

WHAT TO DO

	Decide what strengths and characteristics you want to highlight in the marketplace.
	Be visible and accessible, in the online world as well as in your physical community.
	Think about the common questions and issues that you help people and businesses deal with.
	Create content based on those issues. <ul style="list-style-type: none">- Blog- Newsletter- Social Networking Profile- Website
	Find and highlight content published by others related to those issues.

