

Survey Results

Insurance Agency Website Trends
December 2013

Overview: The latest trends in the independent insurance industry

The purpose of this survey was to generate information on the industry standards for insurance agency website usage and effectiveness. In addition, we provided statistics on the latest small business marketing trends to help you stay up with the most effective marketing techniques.

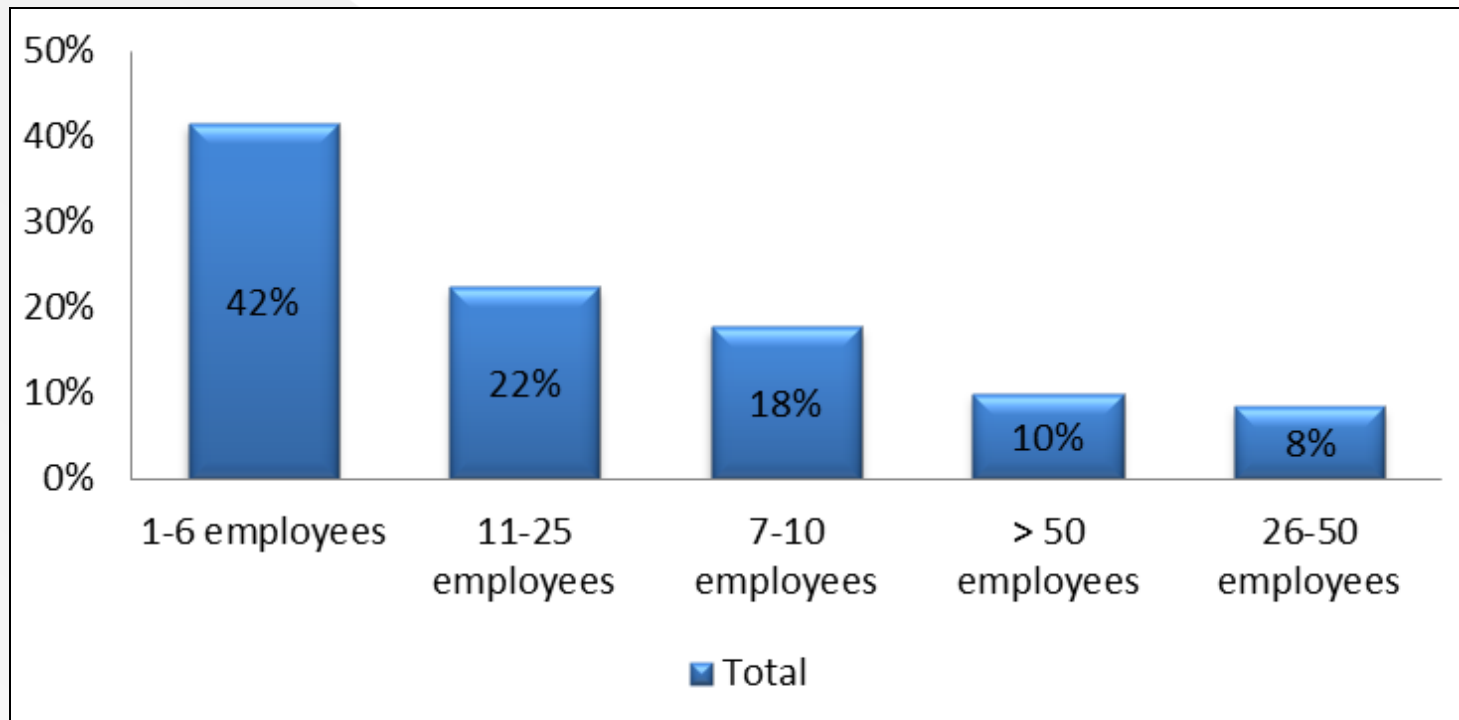
Key Findings:

- 88% of the agencies who participated have a website
- Most agencies had their websites made by an online vendor
- On average agencies spend 1-5 % of their yearly budget on marketing
- 62 % have a person or team that takes ownership of the website

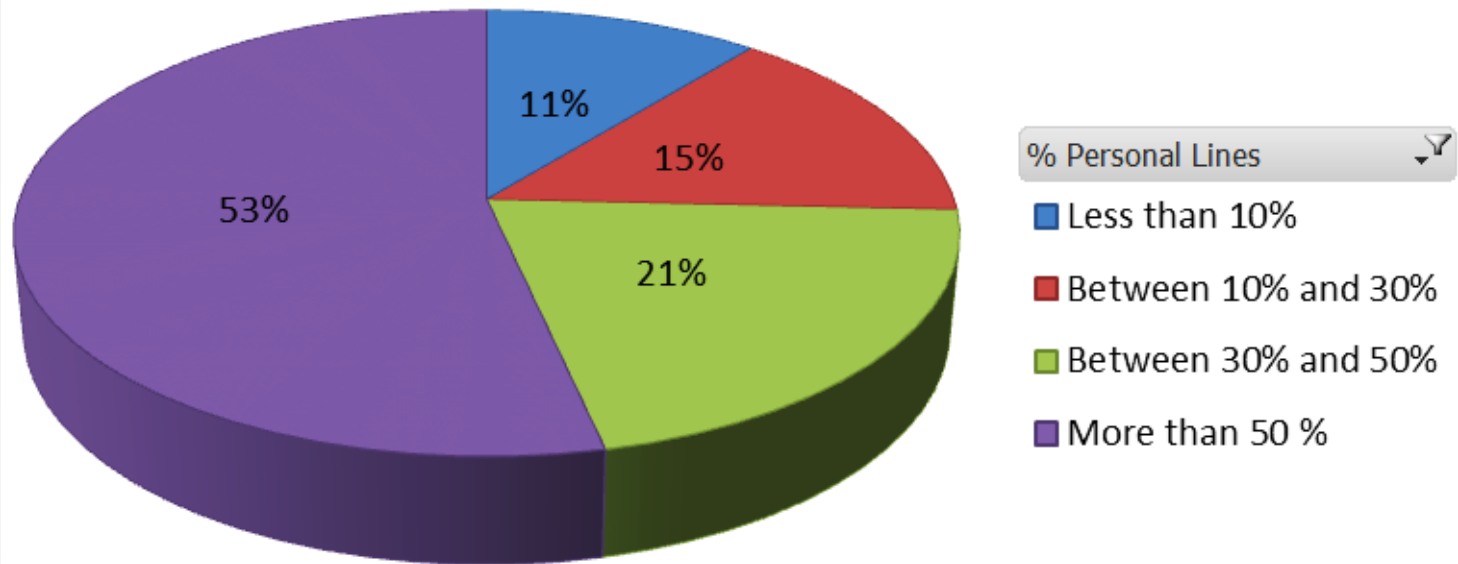
Agency Website Characteristics:

- Less than 50 % are mobile ready
- Majority do not offer an online quoting solution
- Over 50% link to social media sites
- Only 33% have a blog on their website
- Less than half of the websites provide in-depth insurance content
- 38 % speak to their community involvement
- Majority of agencies include pictures of their staff and other aspects of their agency
- 76% do not provide links to other businesses

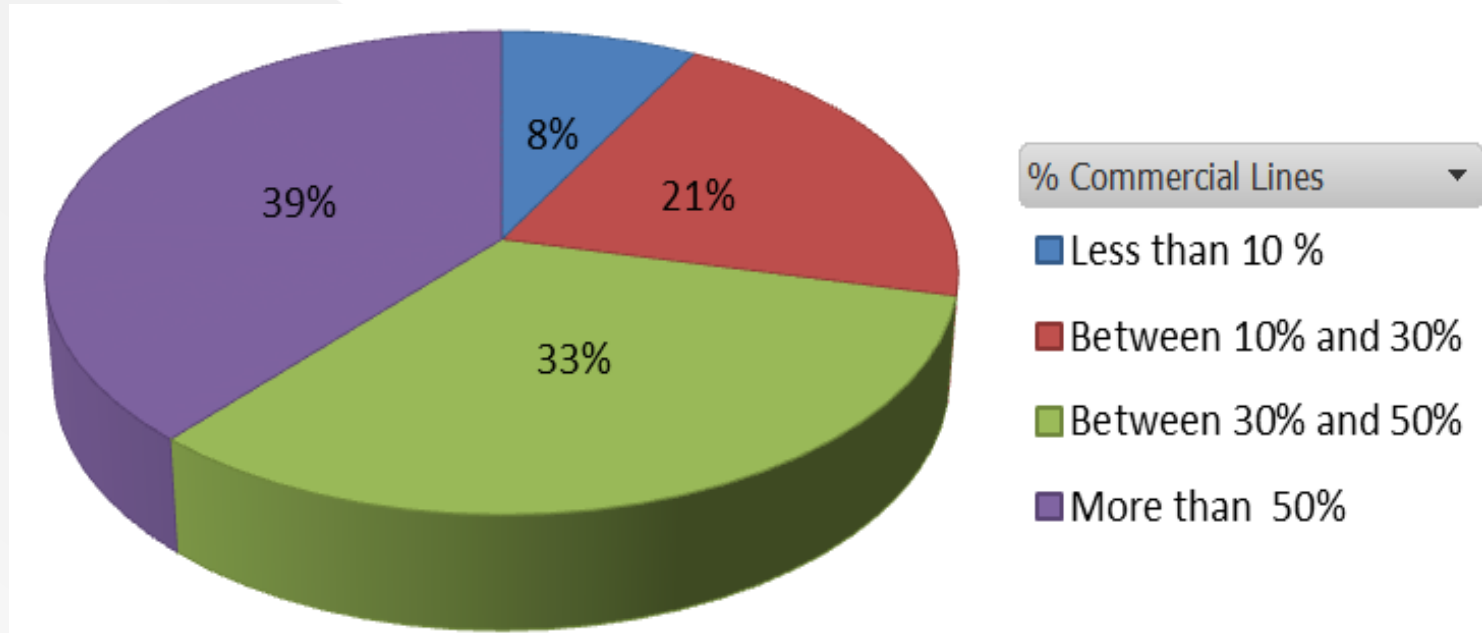
The average insurance agency size participating in the survey was between 1-6 employees



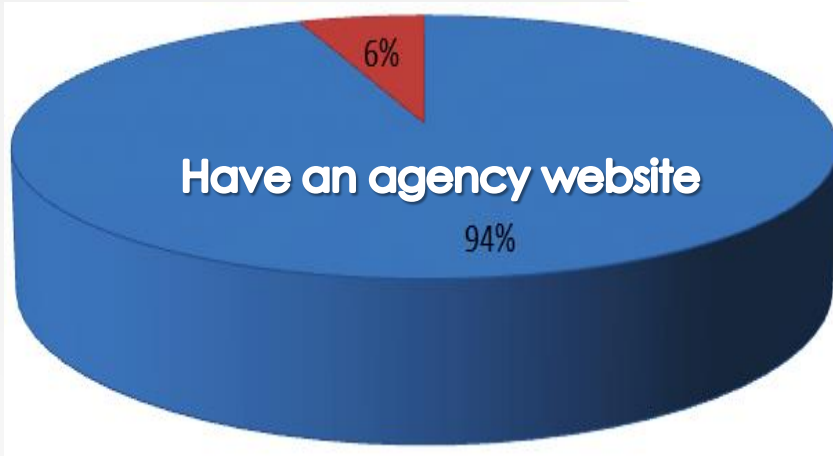
53% of participants have more than 50% of their business in personal lines



39% of participants have 50 percent or more of their business in commercial lines

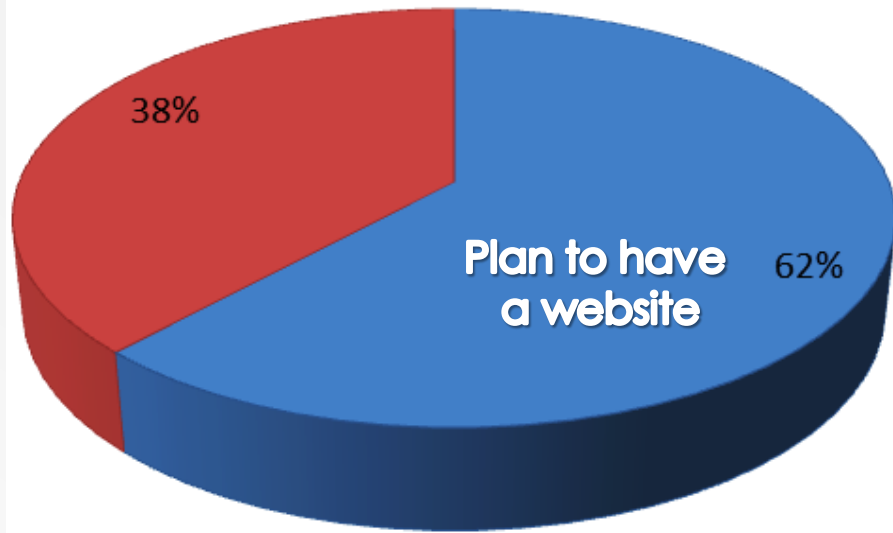


88% of all survey participants have an agency website



- 100 % of the agencies with majority of business in commercial lines have a website
- 88 % of agencies with majority of their business in personal lines have a website
- **It can be concluded, having a website has become an industry standard among insurance agencies.**

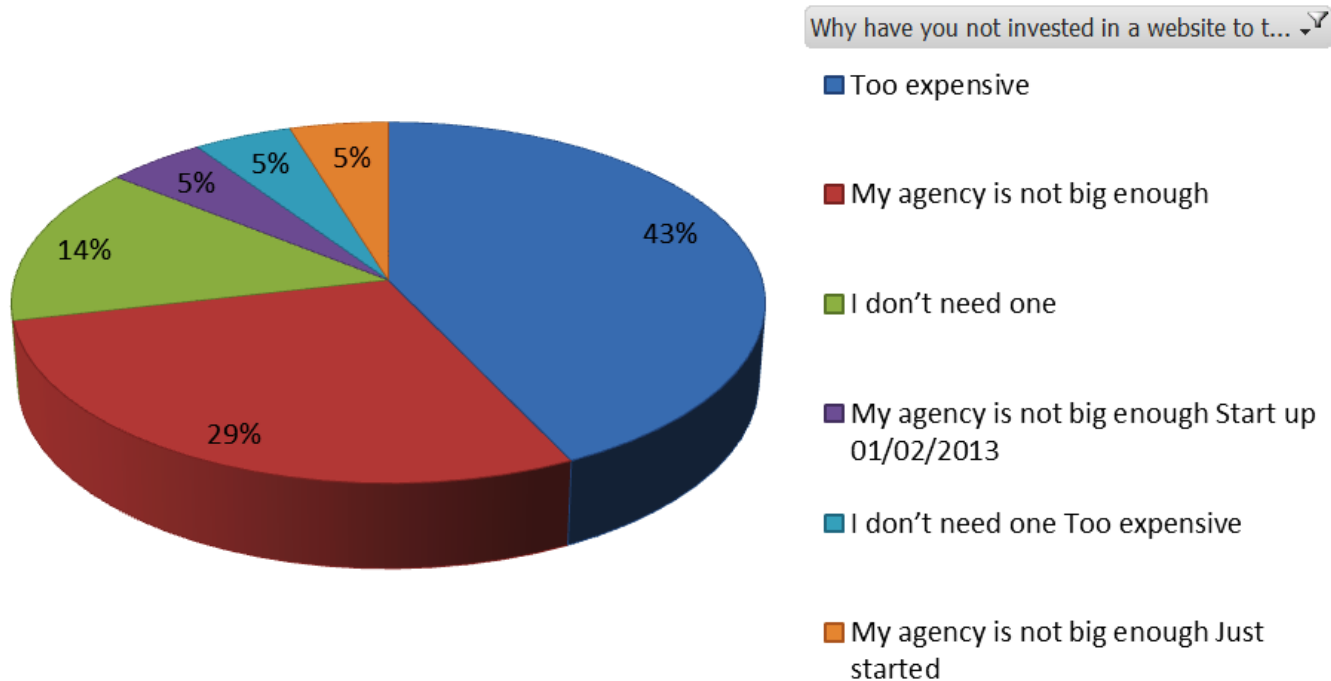
Of the 12% without a website, 62% of those agencies plan to have a website within the next 12 months



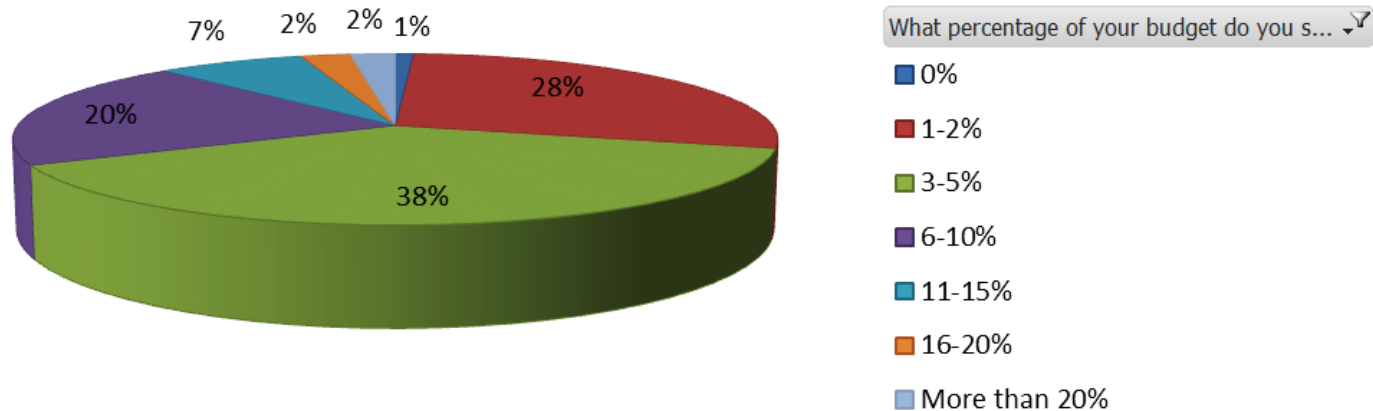
➤ Did you know?

- 67% of small businesses are using their website to market to customers.
- 61% of global Internet users research products online

Top reason for not investing in a website is cost



66% of agencies use 1-5 % of their yearly budget on marketing



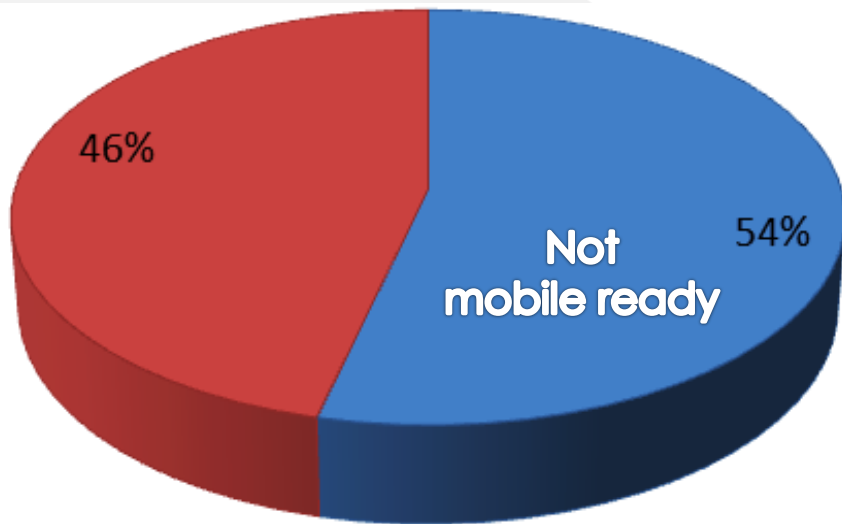
- Agencies with a majority of their business in personal lines on average spend 3-5% of their overall budget on marketing
- Agencies with a majority of their business in commercial lines on average spend 1-2 % of their overall budget on marketing
- **Marketing budget breakdown by Agency size**
 - Greater than 25 employees = 3-5 % budget
 - 11-25 employees = 1-2 % budget
 - 7-10 employees = 3-5 % budget
 - 1-6 employees = 3-5 % budget

62% of agencies do NOT offer an online quoting solution for personal lines



- 46 % of the agencies with a majority of their business in personal lines offer an online quoting solutions
- **Commercial agencies are less likely to offer an online quoting solution for personal lines**

54% of agency's websites are NOT mobile ready



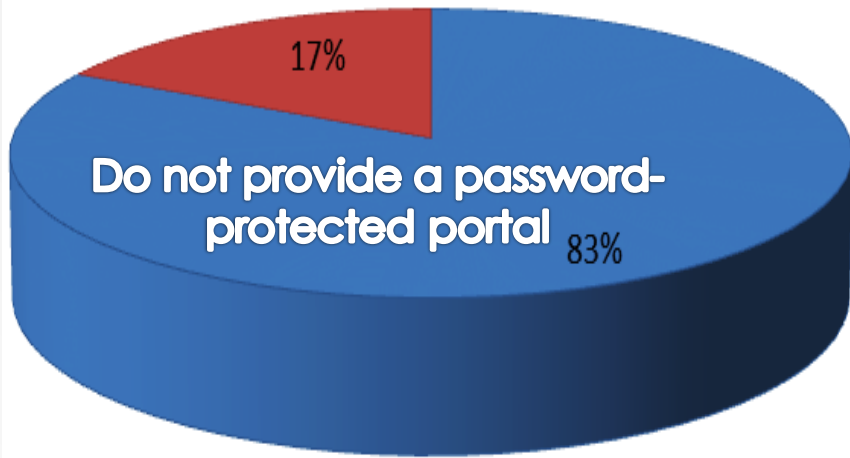
- Mobile traffic is growing fast and **should not be overlooked** by small business owners.
- **Did you know?**
 - 94% of smartphone owners are looking for local info on their mobile, and 70% of these searchers have connected with a local business after a search
 - Traffic on the mobile web is growing at 3.5% each month
 - By 2016, 88% of local advertising will be delivered on a mobile device.

Majority of participants do not have customer ratings & testimonials on their websites

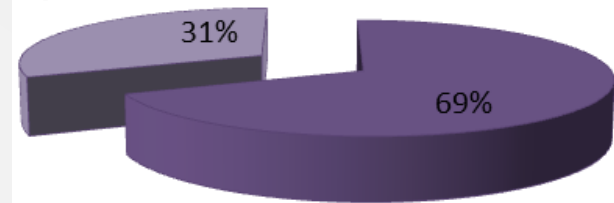


- 70 % of agencies with majority of their business in personal lines responded “no” to customer ratings & testimonials
- 64 % of agencies with majority of their business in commercial lines responded “no” to customer ratings & testimonials
- **Personal line agencies are less likely than commercial to have customer ratings on their website**
- **Did you know?**
 - 72% of consumers say that they trust online reviews as much as personal recommendations.

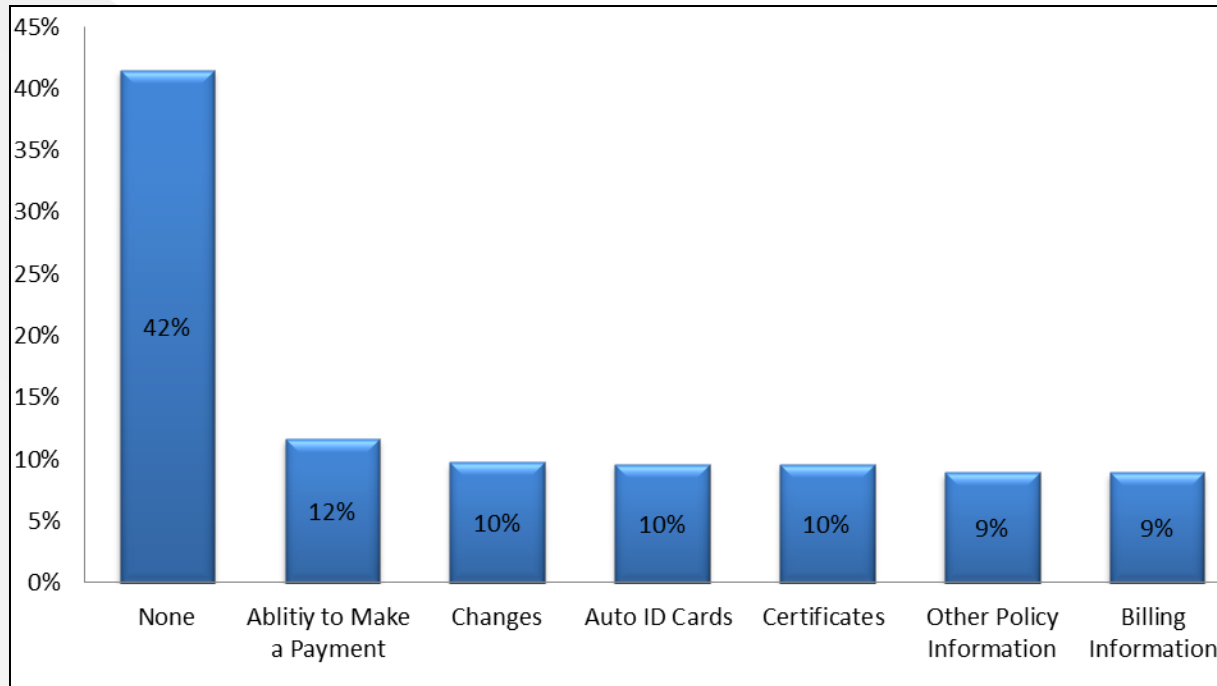
An overwhelming majority of agencies do not provide a password-protected portal for clients to provide their electronic documents



- 83% of all agencies do not provide a password protected portal
- Only 69% of the agencies with more than 25 employees do not have a password-protected portal
- **Larger agencies are more likely to invest in a password-protected environment for their clients.**

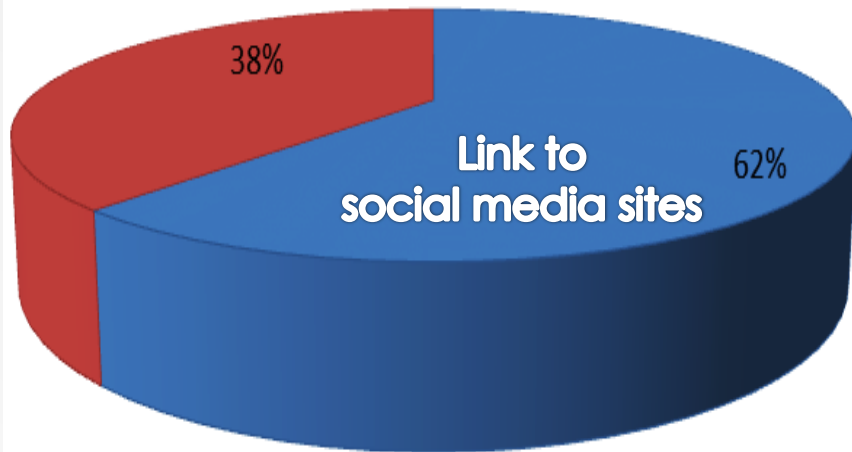


List of insurance agencies top self-service capabilities their websites offer



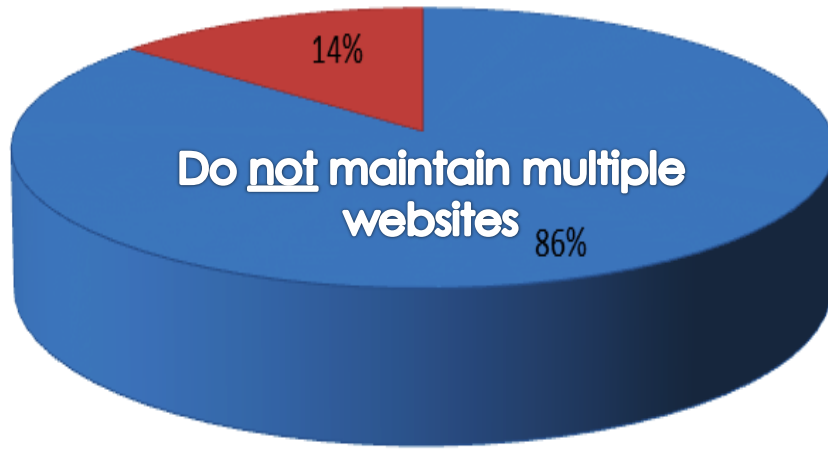
- 42 % of all participants do not offer any self-service capabilities on their website
- **There is an untapped opportunity for agencies to expand their web presence once they understand the full potential of their online and social media capabilities.**

62% of Agencies link their website to social media sites

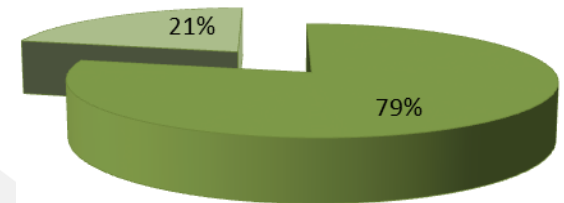


- **Agencies who have mobile ready websites also link to social media.**
- 80% of participants who responded “yes” to their site being *mobile ready* also responded yes to linking to social media sites
- **Commercial agencies are less likely to link to social media**
- Only 49% of agencies with majority of their business in commercial lines link their websites to social media
- **Did you know?**
 - 70% of small business are using social media to improve their SEO
 - 69% of consumers are more likely to use a local business if it has information available on a social media site.
 - Social media has a 100% higher lead-to-close rate than outbound marketing

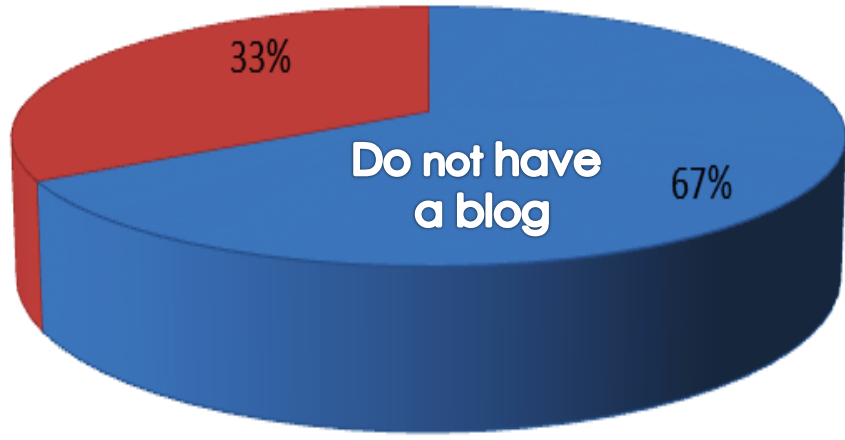
An overwhelming 86% of agencies do not maintain multiple websites in order to appeal to a particular industry segment



- **Commercial agencies are more likely to maintain multiple websites**
- 21% of agencies with majority of their business in commercial lines maintain multiple websites



Majority of insurance agencies do not have a blog on their website

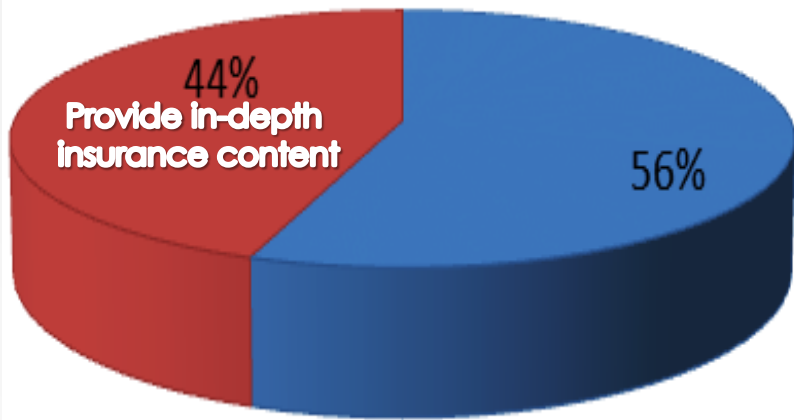


- **Agencies who do not use social media are less likely to have blogs on their websites.**
- 92 % of participants who responded “no” to linking to social media websites also responded no to having blogs on their websites.
- **Commercial agencies are less likely to have Blogs than personal line agencies**
- 75 % of agencies with majority of their business in commercial lines do not have a blog on their website

Did you know?

- Companies with active blogs receive 97% more leads
- 57% of businesses have acquired a customer through their company blog

44% of agencies provide in-depth content describing the insurance they sell on their website

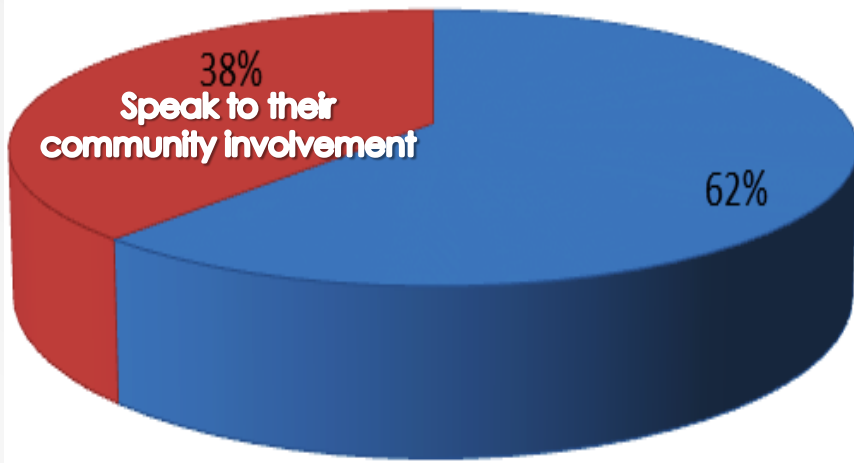


- **Majority of personal line agencies provide in-depth insurance content on their website.**
- 58 % of agencies with majority of their business in personal lines provide in-depth insurance content



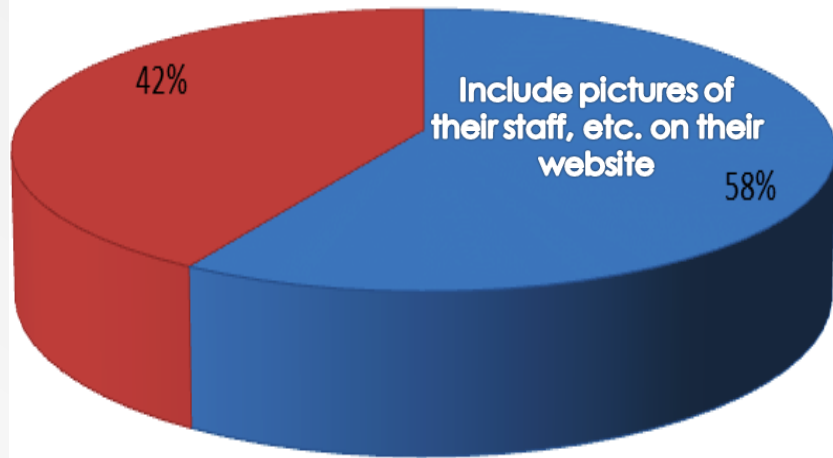
- **Did you know?**
 - Content creation is ranked the single most effective SEO technique by 53%
 - 70% of customers prefer to get information about a company from content rather than ads

Only 38% of agencies said they speak to their community involvement on their website

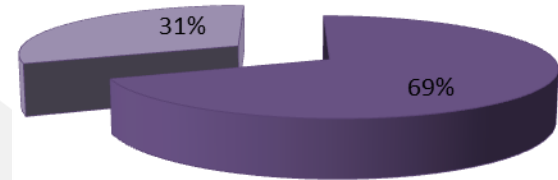


- **Commercial line agencies are more likely to speak to their community involvement on their website**
- Only 32% of agencies with majority of their business in personal lines include community involvement on their website compared to the 40% of commercial line agencies that include it.

58% of agencies include pictures of their staff and other aspects of their agency on their website

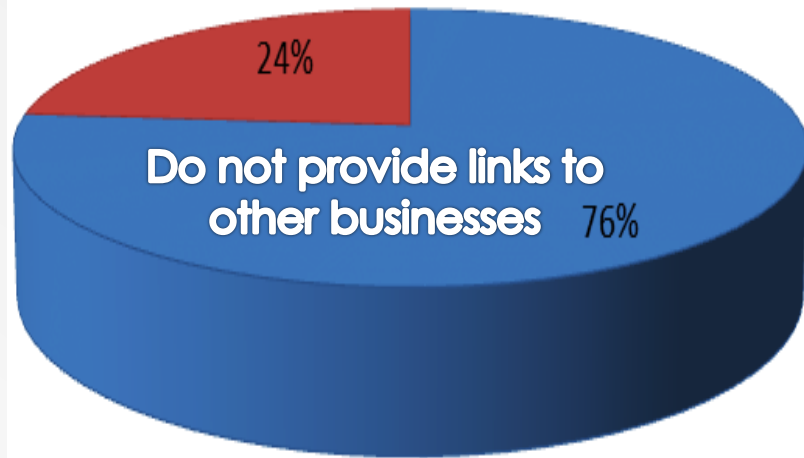


- **Most agencies linking to social media sites are also including pictures of their staff on their website**
- 69% of participants who responded “yes” to linking to social media sites also responded yes to including pictures of their staff on their website

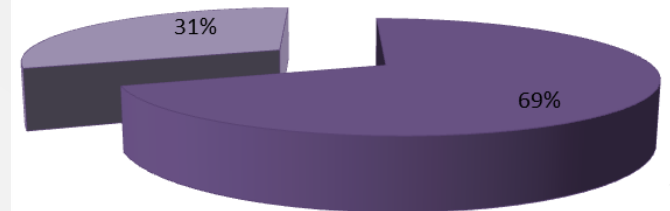


- **Did you know?**
 - Articles with images get 94% more views

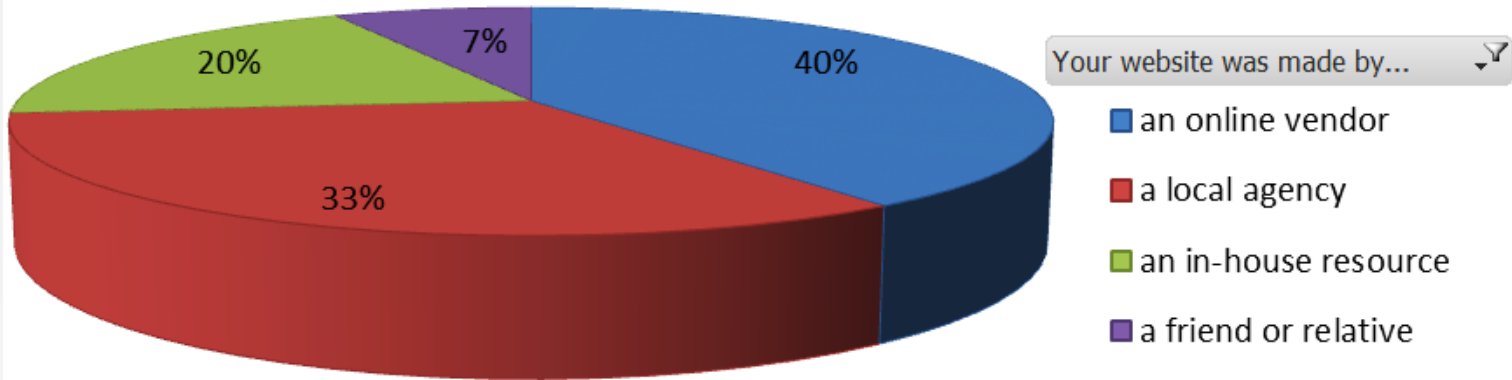
Majority of agencies do not provide links on their website to other businesses in the community



- **Agencies using social media are also more likely to provide links on their website to other businesses**
- 31% of participants who responded "yes" to linking to social media sites also responded yes to providing links on their website to other businesses

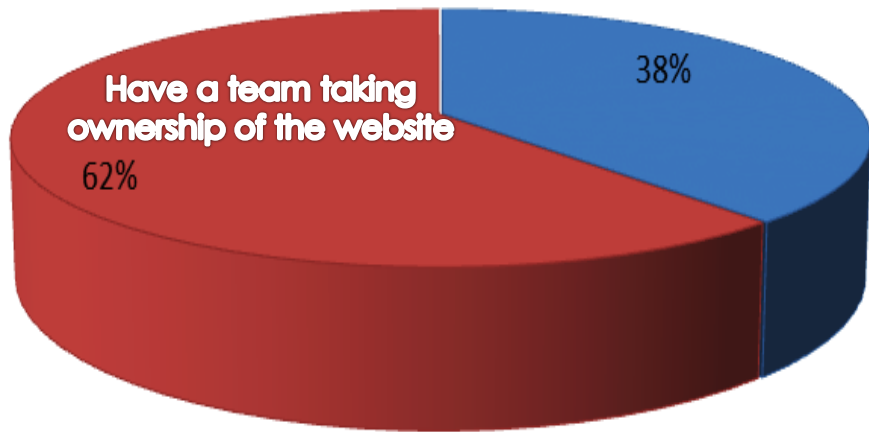


Most agencies had their website made by an online vendor

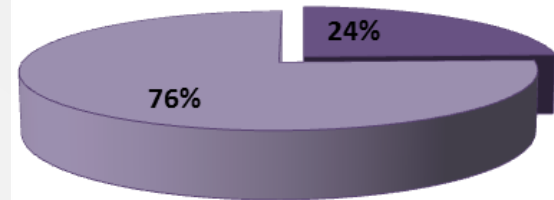


- 36 % of agencies with majority of their business in commercial lines used a local agency to do their website
- **Did you know?**
 - Only 25 percent of small businesses know how to create a mobile optimized web site
 - 72% of marketers see the importance of online personalization but don't know how to incorporate it
 - Using an online vendor can be a great tool for small businesses!

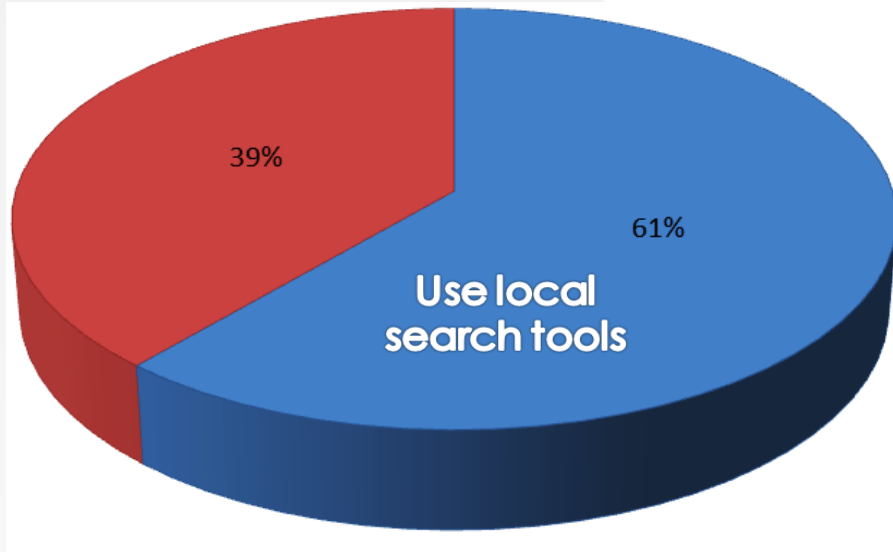
62% of all agencies have a person or team that takes ownership of the website



- 76% of participants who responded "yes" to linking to social media sites also responded yes to having a team take ownership of their website.
- **Agencies using social media also tend to have a person or team who takes ownership of their website**



Majority of participants responded yes to their agency using local search tools provided by various search engines



➤ 78% of participants who responded “yes” to linking to social media sites also responded yes to using local search tools.

➤ **Did you know?**

- 54% of Americans have substituted the Internet and local search for phone books
- 88% of consumers who search for a type of local business on a mobile device call or go to that business within 24 hours

This survey was produced by Agency Marketing Partners and co-sponsored by Agents Council for Technology (ACT).

The survey was emailed to insurance agencies nationwide and was also available on Steve Anderson's website for recipients to take. The survey generated 451 responses and the survey was open to public from October 15, 2013 to November 15, 2013.

- All of the marketing statistics found outside of the survey were collected from various different online sources and compiled into a case study made by Local Vox (Local Online Marketing Made Simple).
- The statistics and more can be found at the link below:
<http://localvox.com/local-online-marketing-blog/marketing-resources-case-studies/small-business-marketing-statistics/>