



TAKING DIGITAL PRESENCE BEYOND JUST A WEBSITE

Do you have a website? Great!

These days a website is the bare minimum and just the starting point of your digital footprint.

Now, the real work begins...you have to feed the beast you've created. That means content, and I'm not just talking about blogs.

Everyone starts from the ground up when it comes to content which makes it difficult to get started. Here are 3 takeaways I learned to make it easier:

1. KEEP A CONSISTENT SCHEDULE

- Let nothing get in the way of producing your content on time. If you keep kicking the can down the road, you'll eventually give up.

2. DON'T WAIT

You know content is important to your overall brand, so don't wait to produce it. I wish I would have started content years ago because it would be paying such larger dividends now.

Content is a long-term play, but you can't get the rewards down the road if you don't start.

3. TALK ABOUT WHAT YOU KNOW

- People work with people that educate them. You may think nobody wants to hear what you have to say but there are millions of searches each month for every vertical of insurance.
- If your clients are asking the questions, you can believe that those questions are being asked on Google or YouTube. So, those who educate are going to get the first crack at that business.

KEY STRATEGIES:

- Focus on social channels first (Facebook, Instagram, Tik-Tok)
- Go deeper than just the superficial, "we want to help you"
 - Showcase real people, real team members
 - Be willing to share your results
- Get testimonials whenever possible

