

GOOGLE ADS FOR INSURANCE AGENCIES

A Step by Step Guide to Growing
Your Insurance Agency Online with Google Ads

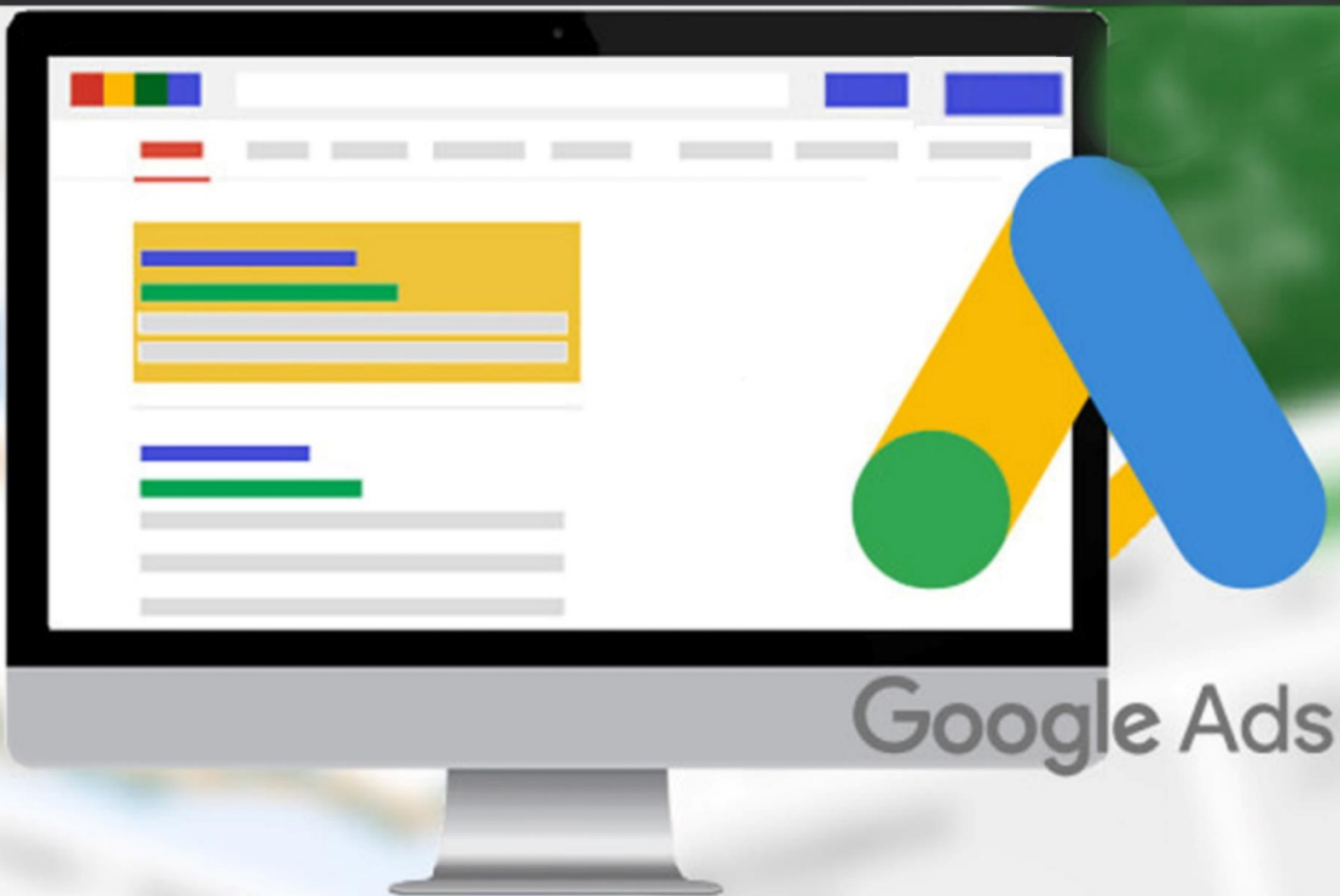


Table of Content

Intro	Page 1
Why Insurance agents need Google	Page 2
A Background History on Google	Page 3
How Agents Can Ranked Online	Page 4
Why Insurance agents struggles with Google Ads	Page 6
Which agencies get the best success from Google ads	Page 7
The most important metrics insurance agencies advertising on Google	Page 8
How to create a Google campaign	Page 9
Insurance keywords	Page 11
What to do if your ads aren't working	Page 12
Should you hire an agency	Page 13
Conclusion	Page 14

Intro

If you been in insurance or sometime you've noticed that things have changed quite a bit over the years. These changes have come from every different angles. First, with the rise of the internet and mobile devices, your industry has gone digital overnight, forcing you to adapt to a new way of reach new clients.

Secondly the buyer has changed. Client retention has changed as a spoiled for choice consumer expectations for service has increased. Not to mention, as millennials enter the marketplace, they don't resemble the buyer of past. They also are digital native and used to using the internet as their guiding beacon to finding new services.

Meanwhile as you work to adapt to the changing relationship between your agency and your clients a new battle has appeared within your industry in itself.

Over the past 10 years we've seen the rise of the insuretechs, a bunch of digital focused insurance companies who feel that the insurance industry needs a makeover. INSERT QUOTE ON INSURETECH INVESMENT 2020

These insuretechs either leverage digital technology to enhance the way its done today or comepletly disrupt the current long standing model.

Nextly, there's been a little pressure from your insurance carriers. Either their underwriting guidelines have become more strict or they've encroached on your space and started to join your in direct marketing to retail consumers.

Furthermore, it's become harder to find top talent as millennials shun the industry

Lastly, with the pandemic and it's impact on the global economy, how we will do business forever and is changing how insurance is sold now if more than ever those are recognizing the need for digital as covid-19 is accelerating the digital transformation in insurance so

How Digitization Impacts Agents

if you're an independent agency owner today you've probably noticed a number of things aren't as effective as they used to be. Door to door sales, cold calling, and mailers simply aren't providing the same ROI. You've realized that noticed that referrals are slowing down and solely relying on them is akin to relying on the luck of the gods. And in this pandemic environment, you've had to be a little more crafty in your networking as events are all but dead in many places.

Why Insurance Agents Need Google

Some of the largest reasons agencies benefit from google is because it is direct to market client acquisition where your users start on the web, harnesses the power of artificial intelligence, so you don't have to work as hard provides client insights, so you can improve your overall marketing. Finally, agents on that do well on Google have a clear competitive advantage over agencies who choose to continue with outdated methods, or worse, nothing at all, relying on referrals.

Direct to market: 70% of people are going to burst jump on the internet prior to searching for insurance that makes appearing on Google a necessity for any agent looking for new clients.

With how marketing has changed now with technologies it makes more sense for agencies to target the direct Market of interested buyers based on what exactly they want as opposed to chasing down people or throwing out Nets including mailers and hoping to see what sticks.

Automated: Let Google do the heavy lifting. Google's powerful artificial intelligence system works throughout the day to expand your agency's reach. With their platform, your agency based in one part of the state can begin to reach people all across the state or country who re interested in your services.

Client Insights: Google AdWords is measurable marketing unlike most channels like billboard ads or TV you like in two ways firstly in terms of tracking you don't really understand how successful your campaigns were on a granular level and secondly you don't generate data that allows you to learn more about your customer base so that you can improve your campaigns

Google AdWords and SEO campaigns also generate click data based on your perspective visitors and prospective clients this data that you generate allows you to improve your marketing as a whole as you can simply look at the numbers to determine which areas require optimization within your campaign

Staying Ahead of the Comeptition

Nextly, everyone knows that it's going digital jumping on Google and learning how the system works will allow you to stay up-to-date and what is happening in the current digital marketplace and will position you need to beat out the agencies who do not invest in this.

A Background History on Google

So before we dive in on how to build a successful Google ad campaign that works for agents I want to give a quick background and understanding on Google as a system and give you an idea on how it works,

The most people know Google as the biggest search engine in the world they typically use it whenever they have a question or looking to find a product by. The founders of Google a long time ago realize that how to make the best search engine possible they needed to provide a great experience for their end users this means that whenever the user is performing a search on their desktop or mobile device they find exactly what they're looking for in concise and engaging results. What that means for any insurance agency means is in order to get in good Google's good graces that simply means that your web or landing page content ad copy or anything regarding your Google presence should meet a certain criteria that Google wants about to do this they will Rank and show your page has higher and wider to larger audiences. At the same time Google has a paid section that when you provide a experience for their users through your ad experience ad and landing page experience Google will give you the best rates and placements based on how good your ad campaigns are?

As most people began to realize the value of ranking high in the top spots on Google organically competition began to rise and Google began to ask more in order to rank pages time and the paid side so-and-so from XYZ Source also pointed out that the insurance industry that is an industry that has a very high building on its key words because names like Progressive and Geico running ads and trying to capture as much of that market as they possibly can 2 hyper local route relevant and Google's continual out algorithm updates and it's possible for even the largest of insurance plans to dominate every Market everywhere this means agents must always be looking for new areas of opportunity to rank online paid and organically without question

How Agents can Ranked Online

SO how exactly do local and Regional independent agencies compete with the big boys online. There are two main ways for agencies to compete online, ranking higher for organic keywords and organically growing through consistently generating high-quality content or paying for top spots on Google. While it is better for agents to combine strategies using both, it is often times not feasible to. Here's an overview of what you have to do:

SEO for insurance

The first is by employing seo for insurance. The focus is on generating helpful and engaging content that your buyers are searching for so that they find your website. Ranking for organic terms such as "insurance" are extremely difficult and will require years and years of work, but ranking for local terms by selecting insurance keywords relevant to your geographic location and optimizing your Google my business profile and other business listings across the internet you can more easily appear for users searching within your area. Secondly, by creating content that people would browse, you can generate backlinks from sites like LinkedIn, YouTube, blogs from local influencers and high-ranking websites or local area businesses that ayour clients also Finally, you can also optimize your pages and website in themselves for local Search keywords and phrases. Don't forget, most agencies neglect mobile optimization making your website mobile will give you an edge as more and more users are beginning to utilize mobile devices first.

SEM for Insurance

The second option agents can choose is to skip the wait and compete directly for top three spots. By advertising on the Google search results and crafting detailed campaigns and ads based on the keywords your users search for, agents can quickly rank at the top of Google, drive phone calls and leads. With this method, you compete directly on an auction with a given set of advertisers for top placements on Google's site. This method does require a direct outlay which is commonly known as ad-spend.

Why paid beats organic

When I worked at Google, one joke we would make is how Google's algorithm is so complex, that even the people who wrote it, don't fully understand it. Smaller agencies simply stand no chance ranking in most areas because all of the most valuable keywords will have a ton of competition. SEO is a complex game, even for most techies and insurance is a hyper-competitive market for organic rankings. As a result arge agencies deploy huge teams of search marketers to create content and generate backlinks for them. which brings me to my next point.

SEO is not free. A misconception that most people have is that organic marketing is free. Your time is not free and the cost to deploy your team member surely isn't as well. The time and costs associated with creating content is the cost. But to make things worse, you're not entirely sure you're getting what you pay for because, firstly you don't understand the algorithm, so you can't guarantee performance as you'll be building SEO content around less-valuable keywords, and finally the algorithm is constantly changing, so even if you do get results, how long do they last?

Finally, and most importantly, Google and many other platforms are inching towards "pay for play" meaning you can only anticipate these companies expanding their paid offering, requiring people who want to rank, to pay or be pushed even further down the search results.

Why Insurance Agents Struggle with Google Ads

If you're like most agents you've likely tried Google ads in the past it's not a completely new thing to you the problem is either you try to do them yourself try to use Google's automated campaigns or try it with the help of a professional and did not see any result. The is likely one of seven

The biggest reason why agencies don't have any results on Google AdWords is they failed to build out a comprehensive strategy prior to engaging in Google AdWords or any form of online marketing deeper detail in this as the post goes along but ultimately Prodigy means understanding your agency's goal in the vision then how it applies to the Google AdWords framework

Secondly many agents are not willing to invest in Google ads they don't see Google ads as an investment in their business they see it as an expense anything that can potentially generate new customers is not an expense as these customers will be giving you larger sums and return addition given the high level of cost a relatively high level of cost within Google ads it simply does not make sense to invest lower than \$1,000 a month on Google ads as this is of your strongest

Nextly, Google is not a set it and forget it there's also, this is also an Open Marketplace with advertisers competing in optimizing their ads daily to drive larger performance leaving your account alone not continually looking at it is a larger than reason for not getting any hel results from Google ads

Boring copy. While you do not have to hire a Fifth Avenue creative writer to generate your pay-per-click ads, a lot of insurance agencies employ incomplete ads that do not fulfill all of Google's requirements and or ads with poor advertising copy that don't explain their offer fully, result in less than stellar performance.

Poor targeting. Most agencies either use too broad of targeting are too narrow of targeting to generate any significant result. Proper geographic and keyword filtering is the number one way to maximize your budget because these people the goal is to get the people most likely to become a customer not a wide net of audiences.

Finally they choose Poor key words meaning keywords that are either too expensive or they are too cheap to pay for keywords that they could be competitive in as well as they failed to leverage negative keywords which never heard of keywords are keywords that will allow you to filter out certain terms that you are not interested in receiving business for order that will not lead to you generating new business as a whole.

Which Agencies Get the Best Success from Google Ads

Agencies that that generally see the best success from Google ads are agencies that are looking to expand their digital presents online or are looking for new channels to grow and improve in

Next Lee digital or online Brokers that have the ability to quote online generally are some of Google's best advertisers:

- Agencies that generate High Premium Accounts
- Agencies that are targeting specific niches
- Agencies with responsive sales teams
- Agencies that see marketing as an investment
- Agencies that are patient and understand that Google Alder out learning and understanding Google's algorithm is an iterative process that is continually working to improve results
- Agencies that are willing to invest more than \$1,000 a month and their marketing budget
- Agencies with strong retention sales and cross sales processes agencies with a conversion optimize website as well as a mobile responsive website

The Most Important Metrics Insurance Agencies Advertising on Google

A big piece of understanding your agencies goal and vision for Google AdWords is understanding certain key metrics that are currently occurring with your age. The first is your customer lifetime value this is the life of this is amount of money that customers are bringing to you over the course of an average relationship customer lifetime value can be calculated simply as length of relationship times are you in terms of commission on an annual basis to find your customer lifetime value customer lifetime value is important and impacts you because this will allow you to spend more on marketing is required this will also so monitoring your customer lifetime value our understanding your customer lifetime value will help you understand how much you're able to spend to acquire a new client as well as understanding different ways to increase client lifetime value.

Client acquisition cost.

Your client acquisition cost is the amount that it cost you to acquire new customer in Insurance customer acquisition cost is notoriously High.

Customer acquisition cost is calculated by dividing your marketing outlay / the sales and marketing expenses for that given period. Your customer acquisition cost impacts you because the lower you can spend on acquiring a new customer the higher the profit margin for your agency this also means more money to invest in attracting and retaining new clients.

After you started to run campaigns a few more metrics will become relevant to you.

Quality score: quality score is a measure that Google grants to you based on your Google ad campaigns it is a proxy for the performance your quality score is comprised of three facets including your ad relevance landing page relevance and expected click through rate. These methods are calculated combining a weighted average total for the three metrics in which it gives you a score of 1 to 10 agency is driving a 7 or higher quality score are able to receive up to 30% cheaper clicks easily granting them top placement and best positioning on Google AdWords

Cost per action cost per action is the cost that it requires you to get a general action within your agency so that action that can happen is someone qualified customer to come on to your landing page or call you directly and request a quote for the service that you want cost per action is calculation of number of is the division of of the calculation for how much it cost you to acquire a quote so simply stated if you had 10 clicks they each cost \$10 and you generated 5 quotes then your cost per is ex lowering your cost for action will allow you to generate more quotes at a lower rate

How To Create A Google Campaign

First piece of building any Google campaign comes with sound strategy this means calculating your lifetime value understanding your customer acquisition cost as well as generating idea of which type of customers that you want to go out and and determining Revenue metrics for the year.

Second step in building any Google ads campaign is to build your account in Google AdWords and link your payment you can build your account here and for anyone that is currently looking to build an account let me know your account number and I will get you over a free Google ads credit to get you started on building your account.

The third step in building any campaign is to build your campaign settings to pay attention to hear is to not let Google Drive your account but to let you and your agency's goals drive your account here's exactly what I would do each and every time on the search side of things I would have no results from campaigns I would remove search and display partners.

The agency schedule is one of the most important facets of your Google account either this must be in accordance with how you do business as a whole if you can take business during the day then you should your campaigns all day but if your agency has distinct hours and no one to receive the inbound coming leads then you must schedule your leads accordingly.

Target locations you must also run your ads in areas in which you are able to do business though this means different things for different agencies some agencies are registered in other states some agencies are multiple registered in multiple States but do not have the budget to Market in multiple States and some agencies are able to have a nationwide Presence at Market us make sure to Target General locations and when building out your campaign make sure to include a ton of age of distinct location so that you can determine where you're at and are better.

Budget and bidding going back to the customer lifetime value and customer acquisition cost question this is where you should look to on an engine on a monthly basis will be determined by your goals and Visions but here's where you can set your budget as well as how much you are willing to pay for an individual click cost per action or conversion you will have to determine the best bidding to get started however is manual cost-per-click with enhanced cost-per-click added.

The next step in setting up your campaign is to set up your conversion and tracking method medmetrics this will allow you to determine if your sights are actually converting I'm and what to do to improve this is absolutely necessary and can cause tons of problems if you are not converting your transaction as your Google campaigns will improve and learn based on this data.

Ad Groups

Next step in setting up your campaigns creating your ad groups you're a grooves will be determined upon your budget and how many different campaigns iRun generally speaking your adverbs are what allow you to add organize your individual ads and keywords within a campaign this means if you are doing this you should do this but if you are stopped for Budget typically speaking you will have to combined everything under one pain

Keyword Research

On Google there are three types of keyboards generally these keywords will allow you to open up your ads to the key word such as x and z on the other hand the types of keywords you choose will have to be based on keyword research in my expert opinion it is right that you start off targeting no more than 20 keywords within each individual campaign as these are brought markets with a ton of searches throughout and you did not have the budget you will not have the budget to get any general earnings from your campaign should they not work

Create Ads

Your ads are where you can go in and tell and tell people on your offer your ad should include your keywords or add should be optimized and it makes sense to include three ads in one display unresponsive add per every ad group this way that you can test them against them and Google run the best one that converts the most I make sure to include detailed descriptions

Add Extensions

Add extensions allow you to enhancer add by giving you more real estate on the search engine results page and improving your ads by a better educating your customers on your offer add extensions include sections such as extension location extension Etc all of these are designed to better help you get in communication with your customer and provide your service to them

Insurance Keywords

The best insurance keyword finding the best insurance keywords doesn't have to take a lot of time there are plenty of free tools that can help you find keywords that fit. However keyword research should not be taken lightly. With certain clicks costing upwards of \$50-100, agents have to be diligent in making sure that they have the right keywords. Generally speaking, the keywords that most agencies want to target are going to be key words that are cost-effective but still generate the types of results that they want. Here: are five types of keywords on that agents want to be targeting:

LONG TAIL KEYWORDS:

These are keywords that have for our martial arts terms and are highly based on highly searches.

GEO-TARGETED KEYWORDS:

Are keywords that include geolocations and are relevant to individual map locations.

INTENT-BASED OR TRANSACTIONAL KEYWORDS:

Here is where we are looking for people who are in market and looking to buy or inquire around a product.

Competitor keywords branded keywords caught your competition and brand keywords can also be very relevant to you it will be hard to maintain a high quality score but it often times can be a chance for you to compete a direct offer up against your competition.

If you want a list of the best keywords that are working for insurance agents all across United States shoot me an email and I will get that list to you.

What To Do If Your Ads aren't Working

As mentioned many agents are struggling on Google ads

the reason why their ads aren't working can be a number of reasons typically speaking your butt you are in luck your ad campaigns can always be fixed as they are always adjustable you are never down and out on the systems and there's always a chance to performance.

The first way to improve your ad campaign performance is through an account audit there are free online tools like wordstreams tool that will audit your account and show you how you stack up from a purely competitive standpoint or you can find out more about how to get a deep dive audit that will help you build and improve your strategy audit.

REMOVE KEYWORDS

Most agencies are simply run to keep too many keywords and that is bad practice I have seen accounts spending more than \$100,000 a month with fewer keywords some agencies spending \$5,000. As a general rule of thumb, start small and grow from there! The more keywords the more complexity and the less likely you are to generate a return starting out.

UPDATE YOUR AD COPY

Did you know that there is a score that Google gives to your ads as well high performance can be triggered so you should make look to improve or enhancer app by continually updating them as they will won't work forever.

ADJUST TARGETING

Go back and look at all of your campaign settings, bid adjustments, and any form of targeting put in place to ensure that things are correctly running within your ads also don't forget to check out conversion tracking to make sure that you are getting the appropriate credit.

LANDING PAGES

Landing pages can typically be a maker of a break for most AdWords campaigns. Without being mobile responsive or having the appropriate element you're just simply sending the wrong traffic to your pages or sending traffic that will not convert even if it's good over to your page and their customers required a great experience on next week I'm going to release a post that will show you how to improve your landing pages be on the lookout.

Should You Hire an Agency

How do you know if you should hire an agency instead of building this system in-house?

Do not currently have the someone on staff that is skilled in digital marketing and digital at the a digital AdWords or digital environment

Don't have the time to become an expert

Don't have the budget

Ultimately, according to , Schrodgers final take away source source or sources on Google is to Outsource work to either an in-house or third party since it's an advertising channel that requires a good amount of effort

Conclusion

I hope you enjoyed this comprehensive guide to help you compete with the big dogs online.

This guide can help you get your new campaigns off to the ground or even revamp your current accounts. If you would like to speak Google Ads, book a call [here](#).