

Part 1 Attracting local customers

Want to make a strong impact, quickly?

We can help.

Our handy hints will give you lots of 'quick wins' to cut through the noise and start marketing more effectively today...



We should say this at the outset: all marketing content must be compliant. There's never an excuse for not being transparent, clear and fair in all of your communications.

If in doubt, please check the Financial Conduct Authority's recommendations and guidelines for the activity you're proposing.

Local business should be the easiest business to win, but it can be the most damaging to lose. Word of mouth referrals travel at the speed of light, good and bad. So that's why a solid plan for brand-building and networking effectively locally, day-in, day-out, is key.

Check in on your strategy, check out these tips...

one

You have a great voice, but who are people listening to?

We've all heard the term 'peer reviews'. Prospective clients listen to your current customers. Find out who the well-respected local influencers are – in business circles, among clubs or organisations – and make sure you're on hand to solve *their* problems, to give *them* great advice first.

two

Does your business 'get along with its neighbours'?

Everyone likes a neighbourhood that's clean, and tidy, and lived in by people who simply get along with each other. So clean up on personal relationships! Seek out natural colleagues – estate agents, lawyers, accountants, small business owners – let them know you care about 'keeping things local'.

three

When did you last put the kettle on?

Seriously – many brokers succeed because customers feel they offer a lot more than policies. Who are your customers? They want a team supporting their business, or family, just the way we're 'the crew behind you'. Build relationships first. Offer a valued range of good advice, rather than a hard-sell.

four

Could you be overlooking the obvious?

It's another 'oh yes...' moment, but when was the last time you saw a mention of your business in the neighbourhood? Check your local directories; free papers; business links; organisations; business breakfast organisers; small business support agencies – make sure they've ALL got your details.

five

And is it time to re-focus on who your customers are?

It's easy to be side-tracked. Some of your local business may be taking lots of face-to-face time, which helps build long-term relationships, but may not be very rewarding financially. Weigh it up. Focus your team on your market targets – niche; SMEs; commercial or personal lines – and keep them focused.

quick tip

Your team is local, get their thinking caps on!

Maybe run an in-house competition, see who can come up with the most 'mentions' of your brokerage locally...or call 'time out' (even buy cakes perhaps)...and get your team talking about opportunities you may be missing with local businesses and organisations in your area.

Don't forget – who are you talking to?

Whatever your marketing plan is, whatever you'd like the outcome of each campaign to be, don't forget how important it is to engage your audience with relevant messaging. Think about who you're talking to. Highlight the benefits that are significant to them specifically:

- Messages about not letting employers down, disposable income for a social life with friends, or the benefits of protecting young families are better targeted at younger customers.
- There's a theory you can be more casual with language for this audience, too. Don't use slang, always be TCF, but perhaps try a slightly more conversational style of writing.
- For older generations, campaign wording may be more altogether formal, and the benefits that appeal later in life will be slightly different.
- Remember, older customers know how to compare and contrast their experiences to date. Consider using that in your messages: position their opinion as important.

Making sure you remember who you're talking to will help build relationships with your audience. TCF is about a culture - doing business in a way that will help ensure customers get fair treatment.

“Okay, but if everyone's cutting through the noise and we're all doing it the same way, won't that make it harder for customers to choose between us?”

No, not at all. The joy of marketing any business is that your aims, your brokerage brand and (most importantly) your perfect customers are usually slightly different to every other brokers' audience.

**YOU make the difference,
and the action YOU take now.**

Some brokers try to market on price. Some brokers prefer niche products. Many want long-term relationships to cross-sell a whole range of products for their customers' entire life journey. Decide what's right for you – and we'll support you, all the way!

More tips for success

Plan to succeed



Put a firm marketing plan into place.

Share your vision



Get everyone in your office on-board with organised marketing.

Remember regulations



Do check up on what you're allowed to say (and do).

And don't forget



People buy products from people they like, so build relationships first!