

Rethink

THE CUSTOMER JOURNEY: INSURANCE



JOURNEY STAGE:
Awareness



AUDIENCE:
Insurance
decision-makers



SECTOR:
Insurance

BREAK THROUGH THE NOISE

*With so much competitive content in the market,
only targeted messages will cut through.
How can you get up close to potential customers
and supercharge your communication?*



LinkedIn Marketing Solutions

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THE CHALLENGE

“One of the challenges the insurance industry faces is the fact that it is in many ways inaccessible to buyers.”

Business Insurance, April 2016

Every business needs insurance, but the competition is fierce. Targeting key decision-makers and those within their sphere of influence is a real challenge.

How can insurance providers break through the noise when:

- they only have a few seconds to hook time-poor executives?
- they need to reach a wide global audience?
- their messaging needs to position them as the go-to expert?
- there are issues with perceptions of their brand?
- they have multiple product offerings?
- the sales cycle can be a long and complex process?

Since 2013, American International Group, Inc. (AIG) has partnered with LinkedIn Marketing Solutions: Financial Services on a successful multiproduct strategy to develop long-term, meaningful relationships with business leaders.

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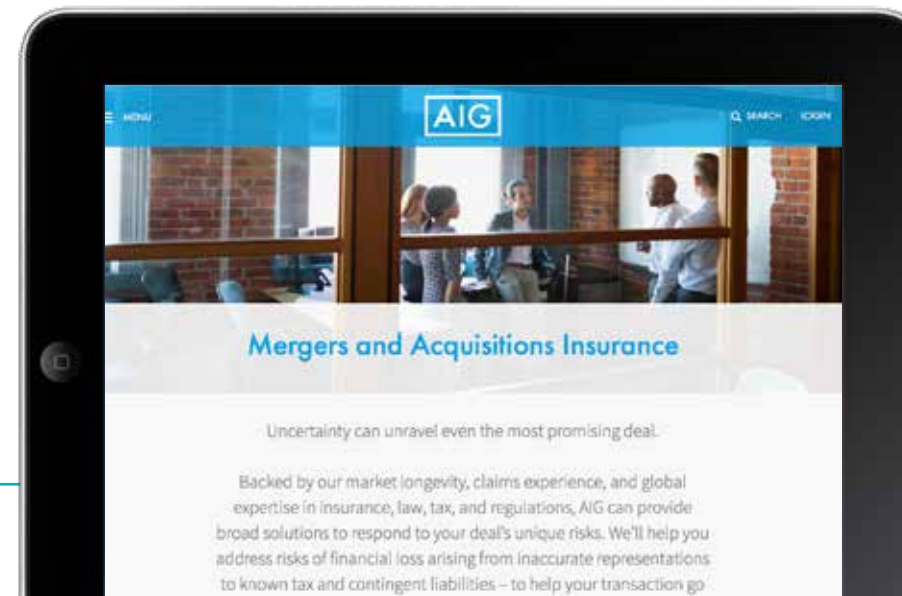
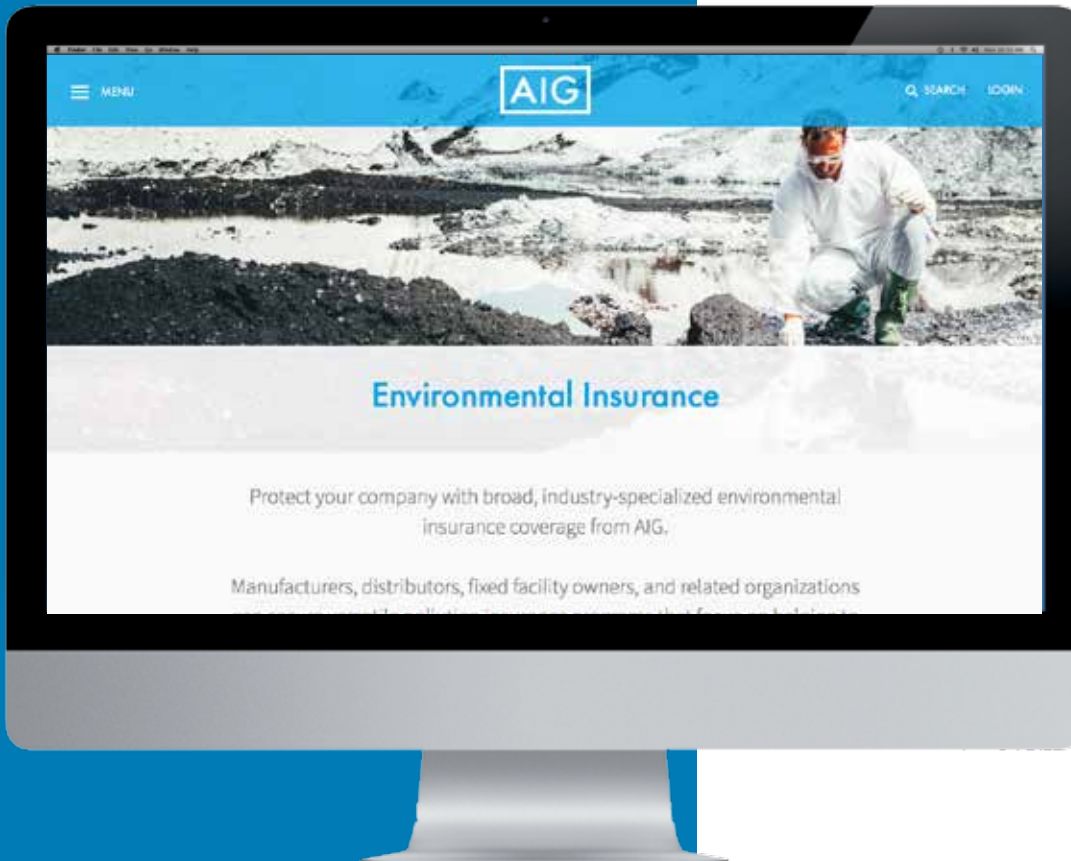
CLIENT PROFILE AND CAMPAIGN OBJECTIVE

AIG is a leading insurance company operating in 100 countries and jurisdictions. Its companies serve commercial, institutional and individual customers through one of the most extensive worldwide insurance networks of any provider. AIG companies are also leading providers of life insurance and retirement services in the United States.

As a large global organization, AIG needed to educate its target audience on its multiple offerings. It wanted to raise awareness, but also recognized issues with the perception of the AIG brand.

As a result, it sought a way to share knowledge and thought leadership to create a dialogue that would help change these perceptions and establish meaningful relationships.

To ensure control over the information that was being shared on its brand - and understanding the power of media - AIG looked to LinkedIn Marketing Solutions: Financial Services to showcase content that would have an 'always-on' connection to those within the sphere of influence of the ultimate decision-makers.



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THE TARGET AUDIENCE

“With only a few seconds to capture a prospect’s attention, content marketing is imperative to [AIG.com](#).”

Cara Tabatchnick, Global Digital Strategy Director,
Corporate Communications, AIG

AIG’s target audience are business leaders and key decision-makers. While insurance is essential, the selection process can be long and complex. The audience is also faced with many competing messages. To stand out, insurers must have a strong reputation and be able to demonstrate their ability to manage risk and add maximum value.

While customers value AIG’s breadth of products, strong capital position, extensive risk management and claims experience, it wanted to strengthen its customer connections and pioneer

new tactics for meeting the growing demand for realtime communication.

Adding value through LinkedIn

AIG conducted an audit to better understand where its customers consumed digital content and found that LinkedIn surpassed other platforms. The inherent targeting ability of LinkedIn tools meant AIG could showcase content on a digital platform where customers and prospects already spent their time, while directing messages to specific users via a content rich, value-added online community.

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THE CUSTOMER JOURNEY

To maximize engagement and use a digital platform to share valuable content, AIG's strategic partnership with LinkedIn Marketing Solutions: Financial Services provided a multiproduct strategy that utilized LinkedIn's next generation solutions of Sponsored Content, InMail and Display.

As the first insurer to use a combination of these techniques, AIG broke the mold by sharing interesting, topical content in bitesized portions, to avoid putting customers off with the overtly product-focused messaging used by competitors.

AIG wanted to change brand perceptions and raise awareness of its product offering, to stand out from competitors and influence its target audience.

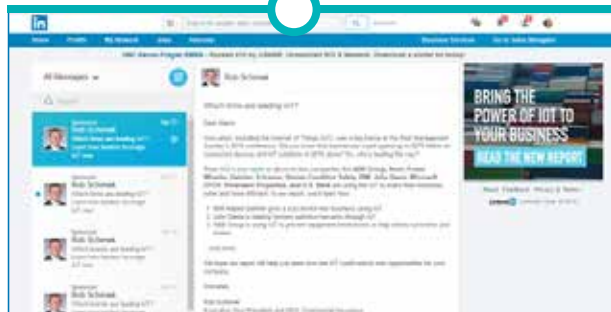


Sponsored Content
AIG was the first across all industries to test the reach of Sponsored Content, using the results to further refine its content strategy.



Traffic driven to AIG.com
With the already engaged audience ready to read and act on other relevant content on AIG's Knowledge and Insight Center.

LinkedIn's solutions allowed AIG to take ownership of its brand messages and showcase content that would lead to meaningful relationships with key decision-makers.



InMail
Enabling content to reach the right people, for laser target messaging that has supercharged an 'always-on' connection.



Audience insight
Pixels were placed on AIG.com to analyze website traffic, understand audiences and identify engagement opportunities.

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THE RESULTS

LinkedIn Marketing Solutions: Financial Services helped AIG reinforce its position as a thought leader and expert insurer dedicated to ongoing dialogue. The LinkedIn platform also helped AIG create a multiproduct strategy that amplified the brand and successfully engaged with desired targets and B2B decision-makers.

While these unprecedented numbers are impressive, of even more value to AIG is the quality of new followers and new relationships. It has reached not just *many* people, but also the *right* people. Its current follower count surpasses that of its peers and AIG has benefited from a huge increase in engagement from both organic and paid media traffic.

“LinkedIn’s targeting provided one of the most qualified audiences for our Knowledge and Insights Center campaign.”

Cara Tabatchnick, Global Digital Strategy Director,
Corporate Communications, AIG

 100k+

relevant professionals reached through their LinkedIn inboxes over six months

 75k+

new followers over six months, through a measured approach targeting the right members at the right time

 46 unique times

AIG reached the Top 20 best Sponsored Content across LinkedIn during 2015

 Five #1 rankings for Sponsored Content

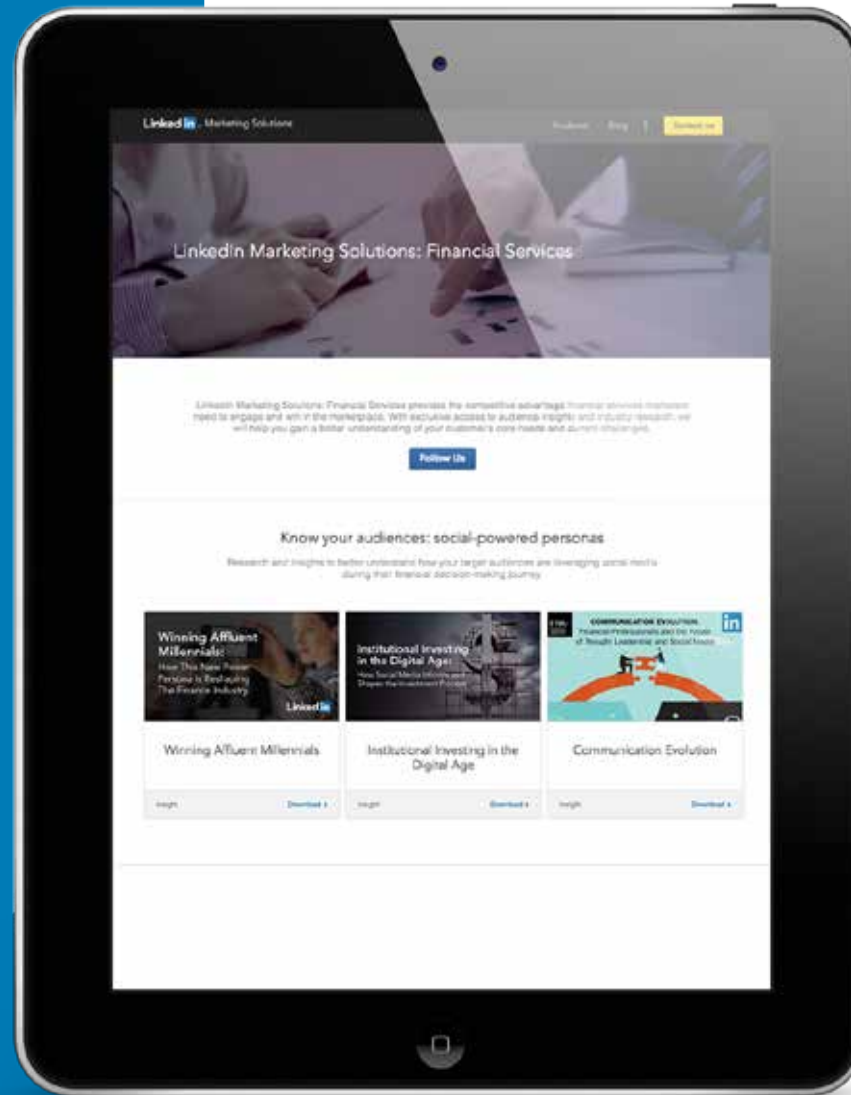
plus 32 in the top five for overall finance vertical posts

 68k+

social engagements (with comments evidencing a significant increase in interaction with AIG content)

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HOW LINKEDIN CAN HELP YOU RETHINK YOUR CUSTOMER JOURNEYS

At LinkedIn Marketing Solutions: Financial Services we aim to partner with financial brands to help them rethink their customer journeys.

We can do this through:

- **Our Platform:** Offering scale as well as granularity to provide deep insight into your clients and their life journeys.
- **Marketing Solutions:** Driving deeper engagement with personalized, compelling and 'always on' content matched to each stage of your customer's journey.

Get in touch through the contact details overleaf to find out more about how LinkedIn Marketing Solutions: Financial Services can help you rethink your own organization's customer journey and connect you to the audiences and issues that matter most.

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ABOUT LINKEDIN | LinkedIn connects the world's professionals to make them more productive and successful and transforms the ways companies hire, market and sell. Our vision is to create economic opportunity for every member of the global workforce through the ongoing development of the world's first Economic Graph. LinkedIn has more than 433 million members and has offices in 30 cities around the world.

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