Rethink

THE CUSTOMER JOURNEY: 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?

JOURNEY STAGE: Awareness
AUDIENCE: Insurance decision-makers
SECTOR: Insurance

Bronze Award Winner – Corporate Image
Financial Communications Society Portfolio 22 Awards 2016
“One of the challenges the insurance industry faces is the fact that it is in many ways inaccessible to buyers.”

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THE CHALLENGE

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.
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 identified that there were issues with how its brand was perceived. The company wanted to enhance its brand reputation by positioning itself as a resource which offers thought leadership and insights to its target audience of C-suite insurance decision-makers, risk managers, insurance brokers and consumers interested in life and retirement insurance, while educating them on its multiple offerings.

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.
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 real time 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.
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.

**Audience insight**

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

**Next steps**

- Continue relationship with LinkedIn, as main AIG partner.
- Test and learn. Pilot new LinkedIn products and services.
- Apply key learnings.

**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.

**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.

**InMail**

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

**Rethink**

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