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How Insurance Companies Are Targeting You on Social Media [INFOGRAPHIC]

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Posted on February 2nd 2013



It must be hard to be a marketer in an insurance company. You are selling a necessary product that hardly gets the pulses racing like say, an iPad. However, some insurance brands come up with some really creative ways to get their message across - and not all of them resort to cute or cool mascots.

On social media, insurance companies have taken different paths, with some looking to educate customers, some looking for that hard sell still while others are simply looking to entertain.

[MetLife](#), which uses Snoopy and Charlie Brown as mascots, leads the way on Facebook thanks to their content strategy which does a great job of engaging fans. The other brands that have mascots like [Allstate](#), [Progressive](#) and [Geico](#) are not doing as well on their official pages compared to their mascot pages.

Unsurprisingly, people don't want to be sold to while they're on Facebook, least of all insurance. The insurance companies have clearly identified that highlighting their Corporate Social Responsibility helps their brand image and gets people engaging with the brand.

All the insurance brands, which spend tens of millions on their TV commercials, have taken to YouTube like a duck to water. Of course, it's the funnier ads that captures the fleeting attention spans of Internet users and Geico's Gecko and Maxwell the Piggy are the most popular mascots for viewers. Mayhem, the slightly odd mascot of Allstate, has proven to be more popular than Flo, attracting nearly double the number of views compared to Progressive.



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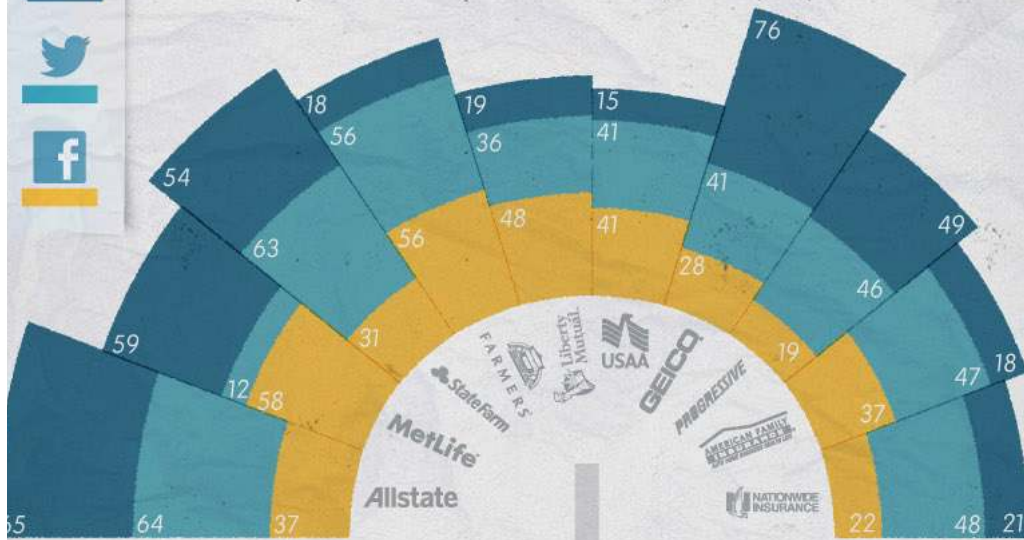
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Unmetric Score

YouTube



The Unmetric Score

is a combination of various metrics weighted and balanced to produce a single sector specific score that brands can use to benchmark their social media efforts.

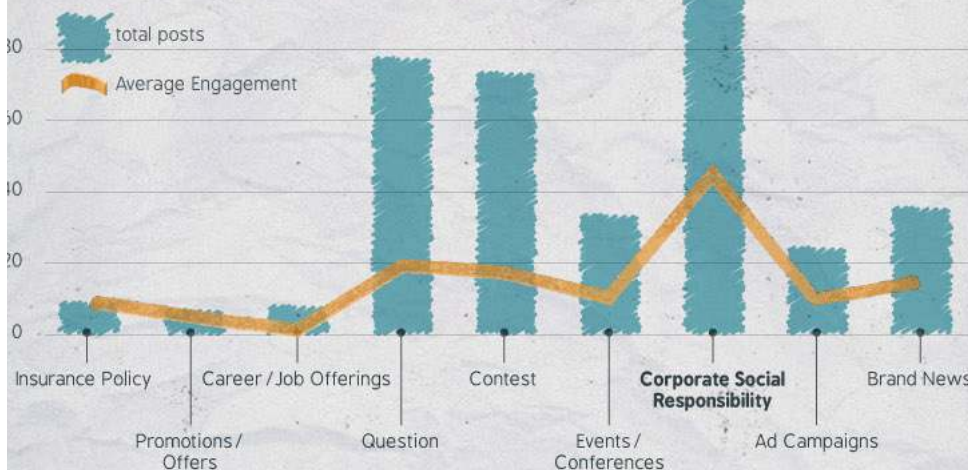
Mascots Unmetric Score



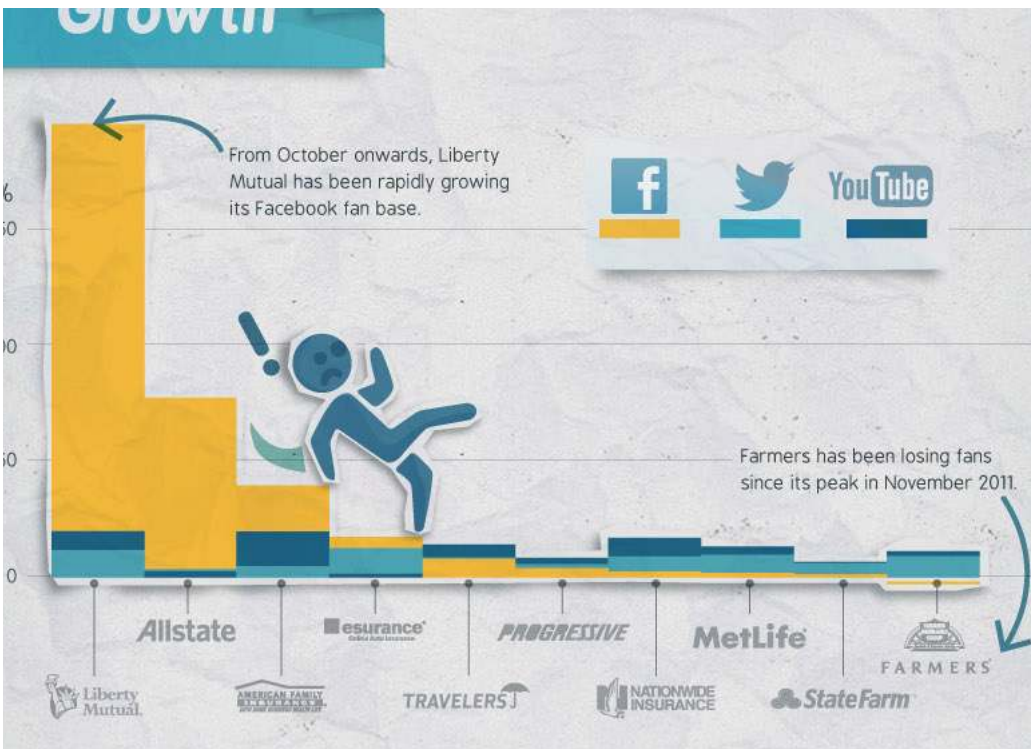
Content Strategy

Corporate Social Responsibility plays a big role for insurance companies.

The brands that Unmetric analyzed mostly posted about CSR activities and this also happens to be the most engaging type of content, suggesting that customers appreciate the CSR the companies are doing.



Growth



Engagement Score

Engagement is a weighted score calculated from the number of Likes, Comments, Shares and Estimated Impressions each post receives.



It's how you use it that counts. Despite having the least number of fans of the brands we looked at and making the fewest number of posts, Travelers Insurance knew how to connect with their fans with each post consistently scoring well.



USAA got its best engaging post by mistakenly posting a photo of soldiers guarding the tomb of the unknown soldier and saying it was during Hurricane Sandy - which it wasn't. D'oh!



Replies on Twitter

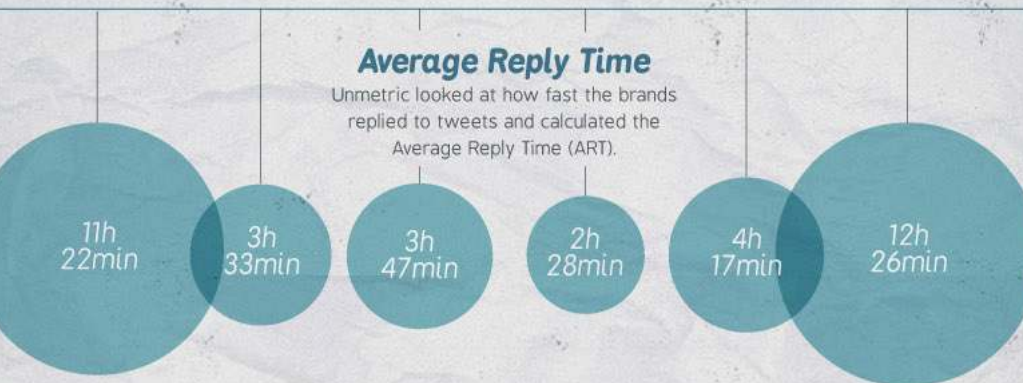
Number of Replies

Unmetric tracks the Twitter accounts of all insurance companies and records how many tweets each brand replies to.



Average Reply Time

Unmetric looked at how fast the brands replied to tweets and calculated the Average Reply Time (ART).



Types of Replies

Unmetric looked at the customer support strategy of all the insurance brands and categorized replies based on the content. 70% of tweets were just plain text.

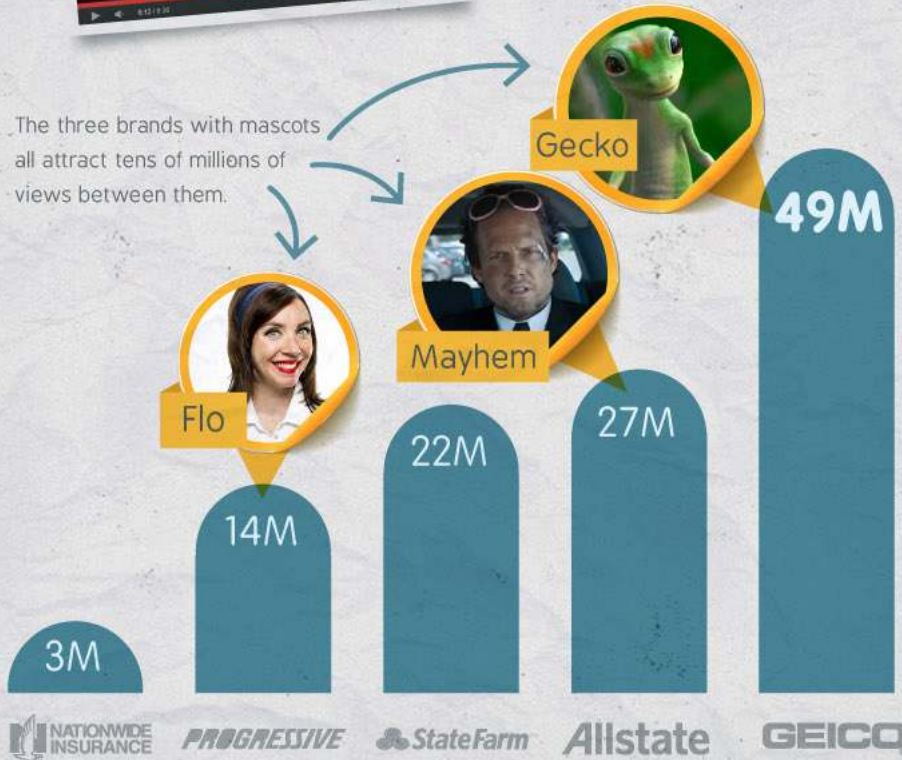


Total Video Views



Geico might be all about the Gecko, but Maxwell the Piggy is the most popular insurance video on YouTube.

The three brands with mascots all attract tens of millions of views between them.



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Methodology

Unmetric compiled its Social Insurance report by sourcing data from its social media benchmarking platform, Facebook, Twitter and YouTube. Statistics were gathered from September 1 to October 31, 2012.

About Unmetric

Unmetric Inc. is headquartered in New York City and works with clients across the world. The Unmetric platform was established to give Fortune 500 companies and other large global brands and agencies key performance data around which they could benchmark their social media efforts and answer the question "Are we doing well?"

ABOUT THE AUTHOR

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Peter is the marketing manager for [Unmetric](#), the social media benchmarking company. He is an avid writer

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