SDI 2 DEVELOPING a Digital Sales Presence

TDI ACADEMY

SDI 2 DEVELOPING

The Digital Insurer

DEVELOPING a Digital Sales Presence
(Digitally - Present)

A guide to developing a digital sales presence in target consumer groups by using available digital tools and resources

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Episode 2.1
Digital Identity

Episode overview: Advisors with a unique digital identity create visibility and additional opportunity to professionally engage with prospects and customers. This episode explains the important steps in establishing a digital identity as a professional insurance advisor while identifying methods to develop, enhance, and sustain a digital identity that allows the advisor to compete and thrive in the digital world..

Episode 2.2
Target Consumers

Episode overview: The most successful Advisors position themselves within a target market using effective digital methods to reach consumers. This episode explains the advantages of working in a target consumer group while providing a process for identifying target consumers and a few key digital methods for working effectively in that market to generate more leads and satisfied consumers.

Episode 2.3
Effective Content

Episode overview: Reaching a target consumer group with the right content will generate more responses and potential leads. All content is not created equal as some content does well on social media and other content does not. This episode explains the types of content and the characteristics of compelling content while learning to select content that does well within certain consumer groups.

Episode 2.4
Influencers & Testimonials

Episode overview: The use of Influencers and Testimonials is a powerful business strategy and these business development methods share one thing in common – trusted promotion of your business. This episode compares the features of these development strategies and discuss the basics of recruiting Influencers and obtaining Testimonials.

Episode 2.5 The S2 DSP Developing a digital identity with content to reach target consumers

Planning Overview: The importance of a professional image within a target group of consumers cannot be underestimated. The S2 Planning Episode focuses on developing a unique digital identity, target consumers, and selecting effective content with the use of Influencers and Testimonials to establish a digital presence..