



Thought Leadership in Action for Life Insurance

Using Instagram to Help Market Your Life Insurance Business



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Social media has exploded in popularity over the past few years. Today, it’s not just individuals keeping up with old friends. Businesses have jumped on board the social media bandwagon to share valuable information and interact with their customers on a more personal level.

For life insurance sellers, Facebook and LinkedIn are often the go-to social media platforms for promoting business and creating more leads. Instagram, however, can often get overlooked.

While Instagram started as a picture-sharing platform in 2010, it now provides features such as video sharing, stories, and live streaming. The application has more than one billion active monthly users.¹ Additionally, a survey found:

- 50% of people made a purchase after seeing a product or service²
- 81% of users browse Instagram to research new products or services²
- 90% of users follow a business²

Instagram can help your business reach new customers, generate more leads, and increase sales. If you don’t yet have an account for your business, now’s the time to explore building one.

Please check your company’s guidelines before publishing content on a social media platform or tool.

1 Source: “Instagram by the numbers: Stats, Demographics & Fun Fact.” Omnicore. July 8, 2021. <https://www.omnicoreagency.com/instagram-statistics/>

2 Source: Christina Newberry, “44 Instagram Stats That Matter to Marketers in 2021.” Hootsuite. January 6, 2021. https://blog.hootsuite.com/instagram-statistics/#Instagram_business_statistics

“About 90% of Instagram users follow at least one business account, and more than 200 million users visit a business profile at least once a day.²”

What Makes Instagram So Beneficial?

Here are a few ways the social media platform can help you grow your customer base and help give your life insurance business a boost:

+ Users Regularly Follow and Interact with Businesses on Instagram

About 90% of Instagram users follow at least one business account, and more than 200 million users visit a business profile at least once a day.² The application can also give business exposure with about 66% of visits to business profiles coming from people who don't already follow them.² Users engage with businesses by liking or commenting on their posts. The greater your engagement, the more visibility and credibility you could gain.

+ Understand Your Audience Better

When followers engage with your posts, you can gain a better understanding of your audience. For instance, comments can give you insights into what people like and don't like about your brand, which can help you to evaluate and make changes to your business as needed.

+ Help Build Your Brand

Your posts can help you build your brand. Posting can let you reach people in ways conventional marketing methods may not. Regular posting and engagement can build your brand authority and have the potential to make you more trustworthy in the eyes of Instagram users. Users can also share your posts to help increase your reach and help you get in front of your ideal audience.

+ Instagram Adds a Personal Touch

As a social media platform, Instagram lets you add a more personal touch to your brand. You can incorporate your brand personality into your posts and share your values with your followers. Making your posts more human can show your followers that you're a real person that they can relate to — not a business that's just after their wallet.

+ You Get to Engage with Your Audience Directly

You can respond to comments and direct messages. Answer questions and thank followers for their feedback. More importantly, respond promptly. Engaging directly and immediately with your followers can show them that you care.

+ You May Generate More Leads

Posting regularly, interacting with followers, and having your posts get shared can all help to increase the number of people who see your name. When your posts are engaging, people may look for more information about you, which can help you generate more leads.

² Source: Christina Newberry, “44 Instagram Stats That Matter to Marketers in 2021.” Hootsuite. January 6, 2021. https://blog.hootsuite.com/instagram-statistics/#Instagram_business_statistics

Instagram for Businesses Best Practices

To make the most of Instagram for business, be sure to follow some best practices:

1. Use Hashtags

Hashtags (#) can help to expand your reach and increase engagement³ but don't just use any hashtags. Tags should be relevant to your business and your posts. Also be sure to include branded hashtags.

2. Include Calls to Action

While you can't include clickable links in your Instagram posts, you can include a link in your biography. Use Calls to Action (CTAs) to direct followers to that link. The link can lead to a landing page that provides users with important information.

3. Post Content People Want to Engage with

Create posts that encourage engagement. Ask questions, post polls, or even hold a photo contest. If you plan on hosting a Questions and Answer (Q&A), ask your followers to post their questions and invite them to join you live.

4. Go Live

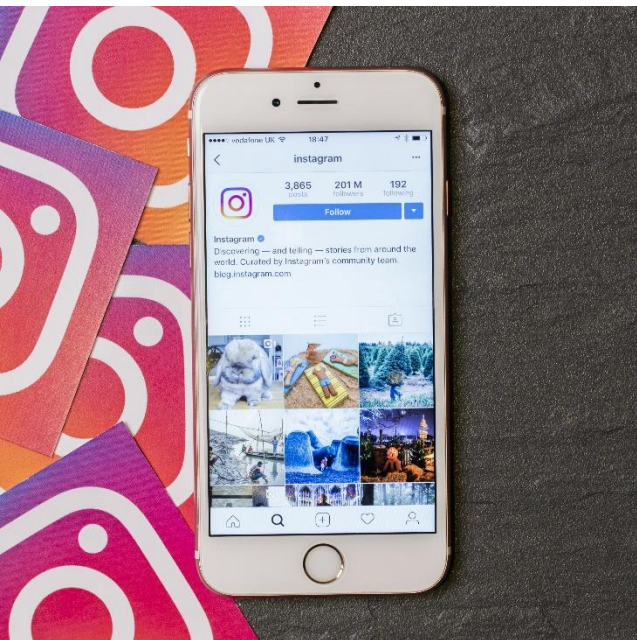
Instagram's Live feature can be an excellent way to show your followers that you're a real person. In addition to hosting Q&A sessions, live streaming can provide you the unique opportunity to show people a bit of what happens behind the scenes at your agency. You can also interact with your followers in real-time.

5. Share on Instagram Stories

Instagram's Stories feature provides another fun way for you to interact with your followers and communicate a message at the same time. You can share pictures or short videos, create a poll, or include links that direct followers to specific pages on your website.

6. Be Real but Professional

While you want to be real and honest with your followers, it's vital that you stay professional. Post with a purpose; although you want to show your personality, randomly sharing without providing value may turn people off. Stick to your brand voice — your brand voice can be personable but be consistent.



For more social media resources to help you expand your reach, visit <https://cloud.email.pacificlife.com/social-media-tools>.

³ Source: Karin Olafson. "How to Use Hashtags in 2021: A Quick and Simple Guide for Every Network." Hootsuite. June, 16, 2021. <https://blog.hootsuite.com/how-to-use-hashtags/>.

How to Get Started with Instagram

If you're not quite sure how to get started using Instagram for your life insurance business, here are a few tips:

1. Switch to a Business Profile

One of the first things you need to do is create a business page on Instagram. A business page can increase your credibility, provide a more professional look, and grant you access to analytics features. You can also take advantage of advertising and schedule your posts ahead of time.

2. Connect Your Other Social Media Channels

If you have business profiles on other social media platforms, connect them to your Instagram account. Then, connect your new Instagram page to your other accounts too. The overall goal is to have an omnichannel presence to capture your audience in their platform of choice.

3. Create Branded Content

Instead of posting content that directly advertises your services, create branded content. Branded content focuses on your business's values and lets your followers connect to your brand. By telling stories and evoking emotional responses, you may drive engagement without directly advertising anything.

4. Make a Content Strategy

A content strategy is vital for any business on Instagram. When developing your strategy, consider:

- ✓ Your brand voice and style
- ✓ Content themes
- ✓ Guidelines for engaging with your followers
- ✓ Your posting schedule

5. Post Consistently

Consider striking a balance of posting regularly so as not to bombard your followers' feeds. You may need to try out different intervals (once a day, three times a week, once a week) to see what works best for you and your audience. Once you find your groove, stick to it.

6. Monitor Your Analytics

A business account on Instagram gives you several features you can't get on a regular account, including analytics. This tool can hone your posting schedule and tailor your content based on the posts that get the most activity.

“By telling stories and evoking emotional responses, you may drive engagement without directly advertising anything.”

Start Growing Your Life Insurance Business with Instagram

Instagram can be an effective tool for reaching people and generating leads. The platform can let you show your followers that you're a real person and that you care about them. With the right strategy, you could reach farther and grow your business faster than you ever thought possible.

The primary purpose of life insurance is to protect the policy beneficiaries from the adverse financial consequences of the insured's death.

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