



Optimising Micro Moments

Optimising digital
micro-moments in the
schemes market

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Introduction

In this article Matthew Schofield, Chief Commercial Officer, explores how to capture your customers attention and develop a digital strategy to shape consumers decisions



The world is now driven by technology. No longer can we turn a blind eye to its existence and essential requirement in daily life. Deep in the depths of the digital disruption age, little sympathy and zero quarter is given to laggards. Whilst insurance was once a traditional trade of face-to-face interaction and handshaking, the recent introduction of online sales trading is fast becoming the facility of choice.

When it comes to generating interest in a scheme, no longer can brokers rely on direct marketing alone. Since the rise of smartphones, tablets and apps the internet has provided consumers with a wealth of information at the touch of a button anytime, anywhere. Target group found that 85% of consumers use the internet to compare or search for insurance¹. Additionally, Google found smartphone users today are 50% more likely to expect to purchase something immediately while using their smartphones. Therefore, be it browsing or buying, ignoring fundamental digital marketing channels is like a market stall trader standing mute while their neighbours use a loudhailer.

With so many insurers branching out into online distribution, how can brokers gain a digital advantage and stand out from the competition? - Enter **digital micro-moments**. Digital micro-moments are **intent-rich instances** that make people reach for the nearest device - often a smartphone - to act on a need to **find something, learn something or buy something**. Google found 91% of people turned to their phones for ideas in the middle of a task². If that task is buying insurance and your brand is there in that moment, you have an advantage.

Micro moments happen not only through Pay Per Click (PPC) advertising but through social media, review sites, emails and any point that leads a consumer from **research to purchase**. You don't always need to spend money to make money!

Living in a mobile-orientated world has dramatically impacted how consumers think, search and buy online and as a result, brokers must respond accordingly to succeed. To help capture your consumers' attention you need to orientate and work your way through the following steps.





1. Understanding your customers' needs

People are making decisions faster than ever. Consumers expect the insurer to intuitively understand what they need and deliver it instantly. Brokers need to understand how to catch their audience's attention in those moments. Start by considering the different ways in which

your target audience would **search, communicate and purchase insurance.** Having an in-depth understanding of your target audience can help market your products and services to them so they understand and find you relevant.



2. Capturing attention

It's said the average UK person checks their phone up to **85 times per day**³, giving brokers more opportunities than ever to capture their customers' attention. Social media is often used for the speed information with users now scrolling through 300 feet of content per day. The question is how can you share content that will stop your customers' scrolling?

Focus on content that is informative, relatable and concise. Something that is eye-catching and will immediately grab attention. There will be multiple competitors vying for your readers so it's important you share content with the reader in mind. Demonstrate why they should care about your products and why it would benefit them. Avoid sharing lengthy paragraphs or content that adds no value to your consumers feed.



3. Keep it Relevant

As well as being interesting your content needs to be relevant to have the impact you want. Delivering the right content for the right digital moment is crucial. For example, when a consumer is searching for claims experience on review sites there's no point serving up content extolling the virtues of your product.

Having the right messages to support the customer along their journey is the difference between **proactive and reactive marketing** and the success of your scheme.



4. Get your timing right

It's also worth remembering time really is of the essence. Posts need to be short but also delivered quickly. News and information should be posted at optimal times to ensure the greatest amount of exposure per social platform. While each platform may vary in exact optimal

time, common sense dictates that **early morning, noon and commuter time; 5pm onwards**, would be the best time to post as it is reasonable to assume individuals will be scrolling through their feeds around these times in the day. Use free online scheduling software to ensure you never miss your moment.





5. Be ready to respond

When someone is reaching out to you on social media, you need to be listening and ready to respond. Make sure you have a strategy in place to address any comments or enquiries.

As a rule of thumb, **respond to as many comments as possible** – good or bad. If you take interest in comments, this shows you value customers.



6. Monitor and report

To fully maximise your consumer engagement, a certain level of market insight and analysis should be conducted to fully benefit from the outreach. Digital breadcrumbs are an excellent way to track who your consumers are or are not. Everywhere your consumers go online they scatter digital 'breadcrumbs' behind them, think Hanzel and Gretel. It's your job to be the birds that come along and snap them up following consumers where they leave their digital trail.

Are your social interactions with customers leading to more sales? Are customers left satisfied after interacting with you on social media? These are important marketing metrics to track. Surveys can be a great tool for collecting meaningful feedback and gauging customer satisfaction.

By understanding the fundamentals of your consumers' online behaviour, you can distinguish online trends. Tracking online and social communications can help improve future engagement and track which conversations led to sales.

By following each of these steps you should be able to increase the chances of capturing key micro-moments with your customers. As such, you're more likely to seal the deal with impactful and relevant messaging. The overall goal is to **make micro-moments matter for every consumer that engages with you.**



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