

IN 2018 WE DID A SURVEY ABOUT TECHNOLOGY...



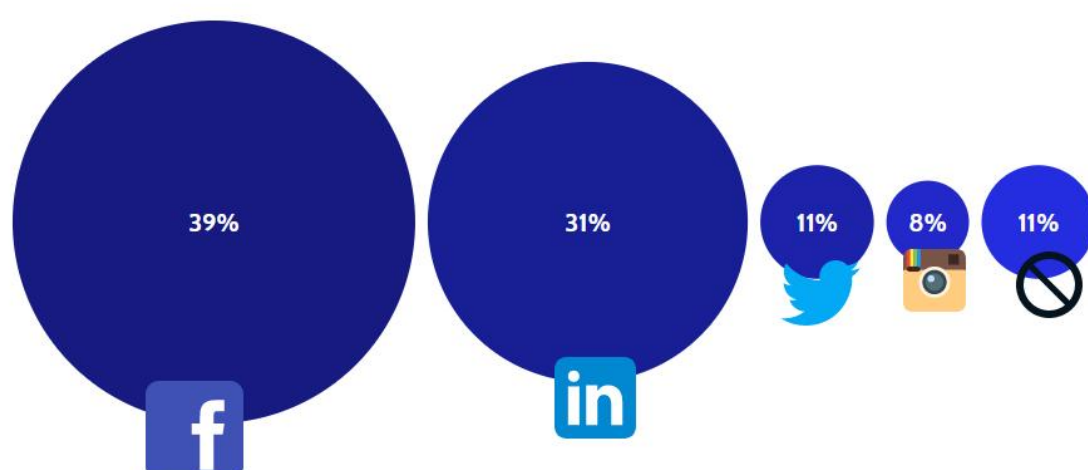
Providence Bank Agency Finance wanted to see how insurance agents utilize technology to better serve their customers and operate more efficiently.



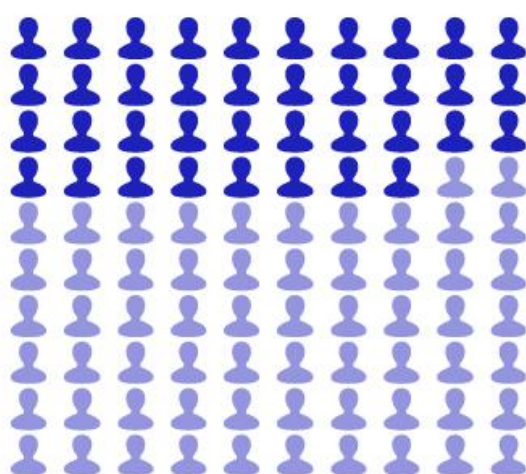
Marketing Your Business Using Social Media

89% of respondents said that they use social media to market their business.

Facebook and LinkedIn are the most common ways that insurance agents use social media to market their business.



1

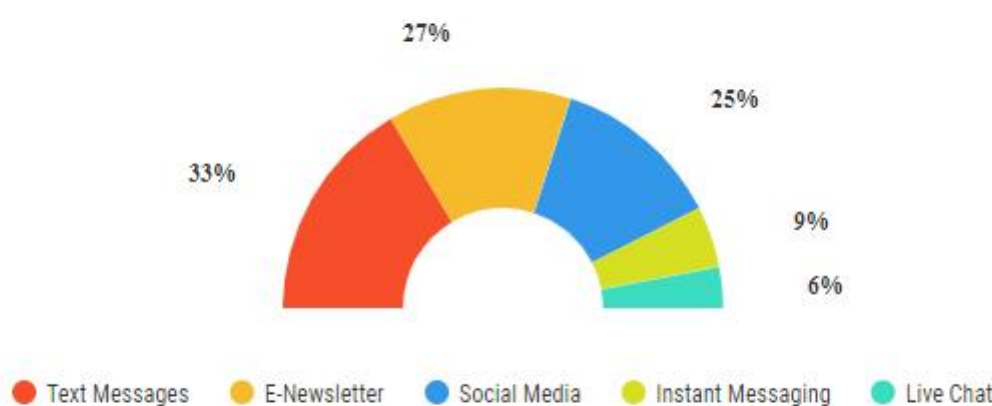


38%

of respondents have a mobile app or client portal their customers can use to access information.

2

Ways to Connect with Customers

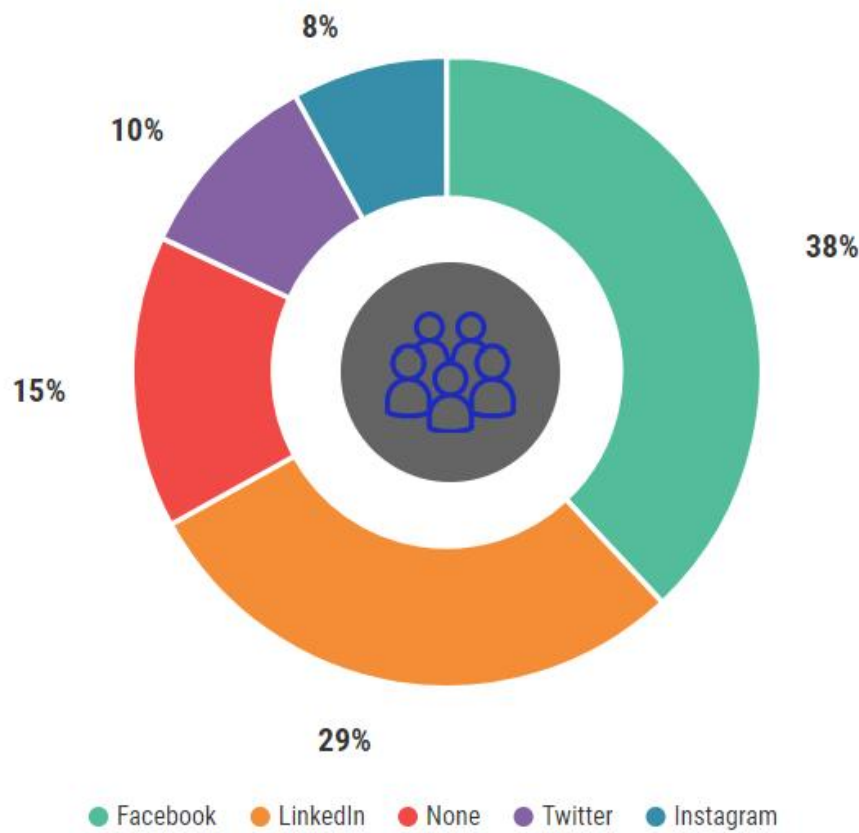


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The most common way that insurance agents connect with their customers is through text messages and E-Newsletter, and many agents use multiple methods.

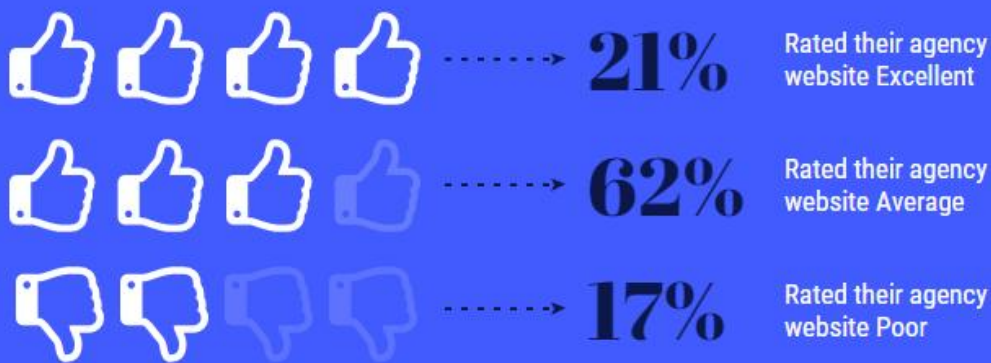
Connecting Through Social Media

Facebook and LinkedIn are the two most popular social media platforms to connect with customers.



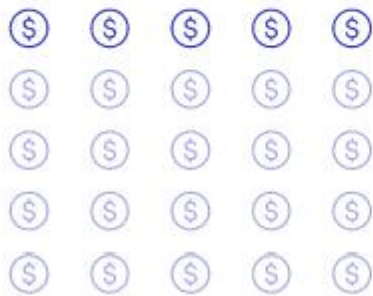
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How would you rate your agency's website?



86% of respondents said believe that technology is vital to helping grow their insurance agency. One of the most important ways your agency can interact with customers in today's technology driven market is through a website. It is important to have a website that is welcoming to customers and provides relevant information. Technology can be expensive to upgrade, but with working capital from Providence Bank Agency Finance, you can upgrade your technology sooner than you thought.

Using Working Capital to Invest in Technology



Only 19%

Said they needed working capital to invest in technology...

...When

76%
of respondents

feel that they are not getting the most out of digital technology for their business. If you need working capital to invest in technology, reach out and see what Providence Bank Agency Finance can do for you.

With competitive pressure from E-Insurers in the market, it is important that your business' digital presence is the best it can be. Having a strategy to update and maintain websites and social media is key to providing a positive online experience for your current and future customers. Only 51% of respondents said that they have a strategy in place.

Tips for creating digital strategies:

- 1 Learn what social media platforms your customers are using
- 2 Create a content calendar to plan out your social media posts
- 3 Make sure every link on your website works and goes to the correct page

6

TO REVIEW...



Technology is an important part in maintaining great relationships with current customers and building new relationships with future customers. If your agency needs working capital to enhance or expand your digital footprint, give us a call at 877.894.2785 or email us at agencyfinance@myprovidencebank.com.

