IASA Boot Camp+

Mastering the Art of Marketing & Selling to Insurance Companies

March 20-21, 2014

New Orleans Marriott
New Orleans, Louisiana
CONTENT CREATION & CURATION FOR INSURANCE

Presented By: Jennifer Overhulse, St. Nick Media Services
Jennifer Overhulse, Principal Owner – St. Nick Media Services
Jennifer Overhulse is the principal owner and founder of St. Nick Media Services. She is a writer, as well as a marketing and public relations expert, with more than 20 years of journalism background and expertise. As principal owner of St. Nick Media Services, Jennifer works with companies to tailor marketing, PR, advertising and sales messages/efforts for specific target audience groups. She has recently published expert articles in leading trade publications. Additionally, Jennifer is a member of the Insurance Marketing Communications Association (IMCA), the Insurance Accounting & Systems Association (IASA) and is editor of IASA’s Interpreter.

About St. Nick Media Services
Founded in 1998, St. Nick Media Services is a top-tier public relations, marketing and media services firm consulting to companies of all sizes throughout the United States and Canada. St. Nick Media Services partners closely with clients to provide individualized, strategic support that helps achieve business, marketing and sales goals. By listening carefully to client objectives, setting realistic project goals and working diligently to achieve and exceed them, St. Nick Media Services delivers a strong return on investment in the areas of Public Relations, ROI Marketing, Editorial Services, Brand Development and Social Media Strategy.
Why are we talking about this?
A Confluence of Circumstances

• The Nature of the B2B Beast
• Search Engine Optimization (SEO)
• A Change in the {Media} Wind
• New Content Distribution Channels

...this means today we are all content marketers, writers, journalists, and publishers.
Types of Content
Demand for different types of content has clearly increased, but...

- 62% of marketers planned to blog in 2013, but only 9% admitted to having a full-time blogger or content specialist on staff.
More than **50%** of the world’s population...

...is **under 30 years old**.

Which channel reaches them best?
Creation & Curation: What’s the Difference?
Content CREATION

Definition: Building something from scratch, bringing into existence, or establishing originally.

What if I told you...

CONTENT IS KING!
Content CURATION

**Definition:** The collection of information, materials, or even works of art, relating to a cohesive topic in the interest of promoting a point-of-view.

*You keep using that word... I do not think it means what you think it means.*
Creation
Getting Creative

• It’s not as hard as you think...
  – Agree on core messages
  – Identify key differentiators
  – Recruit sources
    • Internal Sources
    • External Sources
  – Pay attention to the news
  – Refresh, refocus and repurpose regularly
But It Does Require Effort & Planning...

- Content creation
  - Can be time and labor intensive
  - Demands subject matter experts
- Identify spokespeople
  - By role, subject matter expertise or audience
- Establish your own “editorial calendar”
  - Plan at least three months ahead
- What if I have no original content?
Curation
What’s your pleasure?

• Different forms of curation:
  – Aggregation: Collect with no commentary
  – Distillation: Reduce to essential messaging
  – Elevation: Draw conclusions or identify trends
  – Mash-ups: Original and curated content with opinion
  – Chronology: Develop a timeline based on curated content
Old School Curation...

- RSS Feeds
- Google Reader
- Reddit
- My Curator
Content Curation is Social!

- 76% of marketers share curated content on social media
- 79% of marketers use social media to find content for their curation strategy
- Find ways to utilize external resources
  - Analysts
  - Partners
  - Clients

IASA
Progress Through Sharing Knowledge
Curation Platforms

• Social Networks
  – Facebook
  – Twitter
  – LinkedIn
  – Google+
• Scoop.it
• Content DJ
• EverPost

...more places to share cat memes.
Meet Rhonda…

• She loves cooking and crafting
• Didn’t graduate from college
• Makes more than the average Twitter user
• Most likely lives in the East South Central U.S. (MS, AL, KY & TN)
• Spends approximately 16 ½ minutes on Pinterest per visit.

70 million active users

Who is the average Pinterest user?
How is Pinterest Useful to B2B Content Marketers?

Ferree Money
Monetize Your Social Media Marketing and Build a Yourself a Successful Online Business by Utilizing My Social, Local and Video Marketing and SEO Strategies

Ferree Money on Pinterest

33 Boards 942 Pins 390 Likes

Follow All Send Profile

1,601 Followers 341 Following

Social Media Marketing
Content Marketing
Video Marketing SEO
Google Plus
Google Authorship
Local Search Marketing
Best of
Kannaway Hemp Oil
Social Local Video SEO
WordPress SEO
Somebody’s Watching You...

- More than 100 hours of video are uploaded every minute...that’s over 16 years of content uploaded every day
- Posts with video attract 300% more inbound links
- Your customers and prospects watch more than 4 billion hours of TV shows, comedy, educational tutorials and CAT VIDEOS every month
- It’s the world’s 3rd largest search engine...need I say more?
Insurance Sources & Resources
Tailor Content to Audience/Segment

- Identify broad audience/segment you want to reach (Carrier? Producer?)
- Narrow by criteria (Line of business)
- Target by job function or roll (Executive, operations, IT, accounting/financial, functional area)
- Work a trend, or start a new one.

...the goal is ENGAGEMENT.
Insurance Resources

• Insurance Trade Publications
  – Best’s Review
  – Insurance & Technology
  – Insurance Networking News

• Independent Outlets (Bloggers, Specialty Media)
  – Insurance Innovation Reporter
  – Journal of Insurance Operations
  – Risk & Insurance
5 Things I Want You to Remember About Content Creation & Curation
In No Particular Order...

1. You must dedicate time each day to BOTH content creation and curation.
2. Guilt by association is REAL.
3. Content marketing is NOT a euphemism for “advertorial.”
4. 20% Creation + 80% Promotion = 100% Success
5. It’s a field of dreams.
Questions?????

Jennifer Overhulse
Principal Owner
St. Nick Media Services
Phone: 859-803-6597
Email: jen@stnickmedia.com

www.twitter.com/stnickmedia
www.facebook.com/stnickmedia
www.linkedin.com/in/stnickmedia