

Want to effectively market to your audience? Then you need to implement **relationship marketing!** This is marketing intended for clients with whom you already have a relationship.



Here are **4** ways to get started.

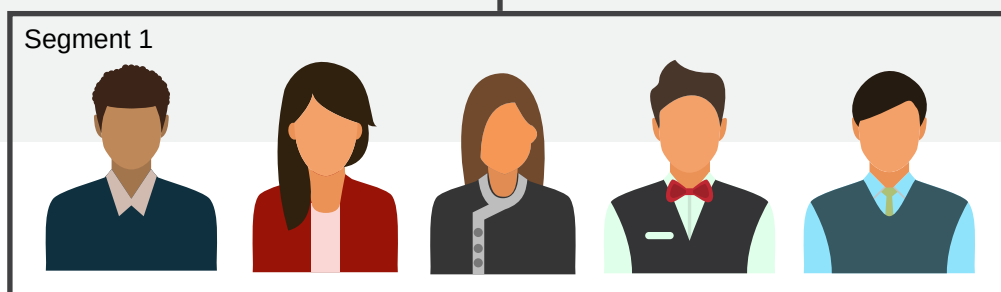
1



### Segmented & Targeted Email Campaigns

A segmented email is one that goes to a specific portion of your customer base.

**For example,** you may choose to send a targeted pitch about life insurance to clients who don't currently have coverage, are aged 25-45, and who have homeowners insurance.



2

### Informational Email Campaigns.

Keep your customers in the know with any updates or changes that may affect them. Maybe it's about a new line of coverage that's now available, like drone insurance.

**The goal** is to be helpful and demonstrate your thoughtfulness as an agent.



3



### Money-Saving Alerts. People love to save.

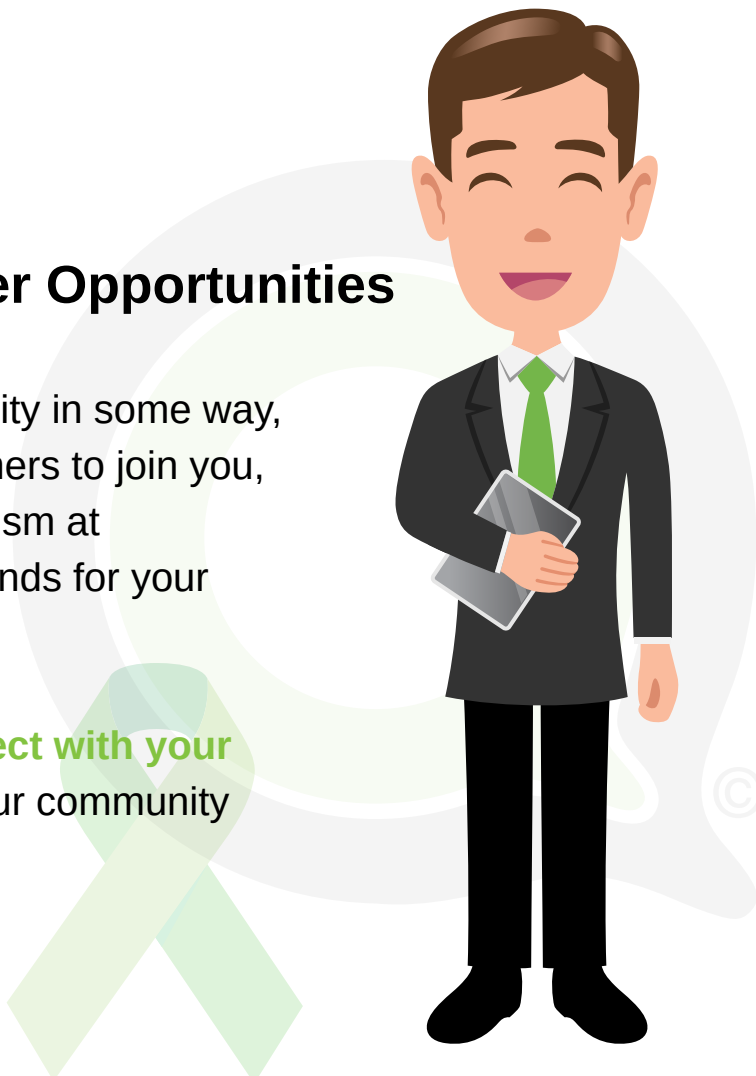
A good time to reach out to your customers is whenever there's a new way for them to **save money on their insurance premium.**

4

### Good Works & Volunteer Opportunities

If you're involved in your community in some way, **highlight that!** Invite your customers to join you, whether it's for a day of volunteerism at Habitat for Humanity, or raising funds for your local public school or food bank.

This gives you a chance to **connect with your clients** while working to make your community a better place for everyone.



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