



5

WAYS INSURANCE AGENTS ARE USING TEXTING

DID YOU KNOW? **98%** OF TEXT MESSAGES ARE READ.

And, on average, it takes **90 seconds** for someone to respond to a text and **90 minutes** to respond to an email.

*Reference: [Gartner](#)

1

CONFIRMATION REMINDER

Texting is a great way to follow up with a lead after you have left a message or sent an email.

You can confirm you reached out and that you are a real person making first contact to introduce yourself and book an appointment.



2

COLLECT MORE INFORMATION

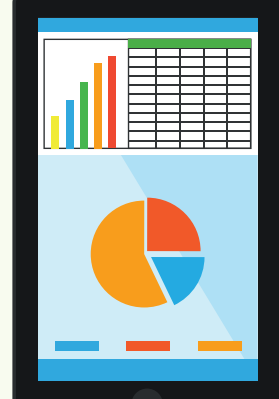
Capture more targeted information like the leads desired policy type, location, or anything missing from initial lead contact.



3

SEND DOCUMENTATION

Whether it's proof of coverage or just policy documents, texting your customers their important documents.



4

SEND UPDATES

If you assume that everyone is buying for the same reason (like the lowest price), you are losing more sales than you realize. Before you present the rates, try to figure out what's important to the client.



5

BOOST CUSTOMER SATISFACTION

You can use text messaging as an effective communication channel to continue to engage with your leads.

Texting is the perfect way to ask your leads how they are doing and what more you can do for them.



BONUS

If you or your agency uses an **SMS service for bulk** messaging you can send automatic follow-up messages, connect to software like a CRM, enable text over your office's landline, enable links to online forms, and more.



Final tip: Remember to always personalize messages and keep the conversation casual but still professional, always sticking to the main points, responding to your leads questions and it's probably best not to use emoticons 😊



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