

Rethink

THE CUSTOMER JOURNEY:
INSURANCE



JOURNEY STAGE:
Awareness



AUDIENCE:
Insurance
decision-makers



SECTOR:
Insurance

BREAK THROUGH THE NOISE

*With so much competitive content in the market,
only targeted messages will cut through.
How can you get up close to potential customers
and supercharge your communication?*



LinkedIn Marketing Solutions

Bronze Award Winner - Corporate Image
Financial Communications Society Portfolio 22 Awards 2016



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THE CHALLENGE

“One of the challenges the insurance industry faces is the fact that it is in many ways inaccessible to buyers.”

Business Insurance, April 2016

Every business needs insurance, but the competition is fierce. Targeting key decision-makers and those within their sphere of influence is a real challenge.

How can insurance providers break through the noise when:

- they only have a few seconds to hook time poor executives?
- they need to reach a wide global audience?
- their messaging needs to position them as the go-to expert?
- there are issues with perceptions of their brand?
- they have multiple product offerings?
- the sales cycle can be a long and complex process?

Since 2013, American International Group, Inc. (AIG) has partnered with LinkedIn Marketing Solutions: Financial Services on a successful multiproduct strategy to develop long-term, meaningful relationships with business leaders.

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CLIENT PROFILE AND
CAMPAIGN OBJECTIVE

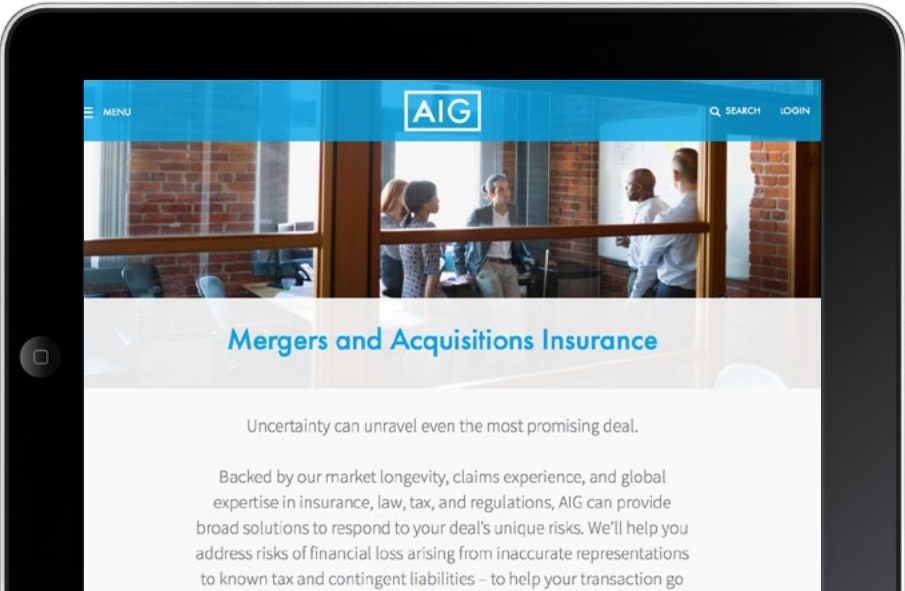
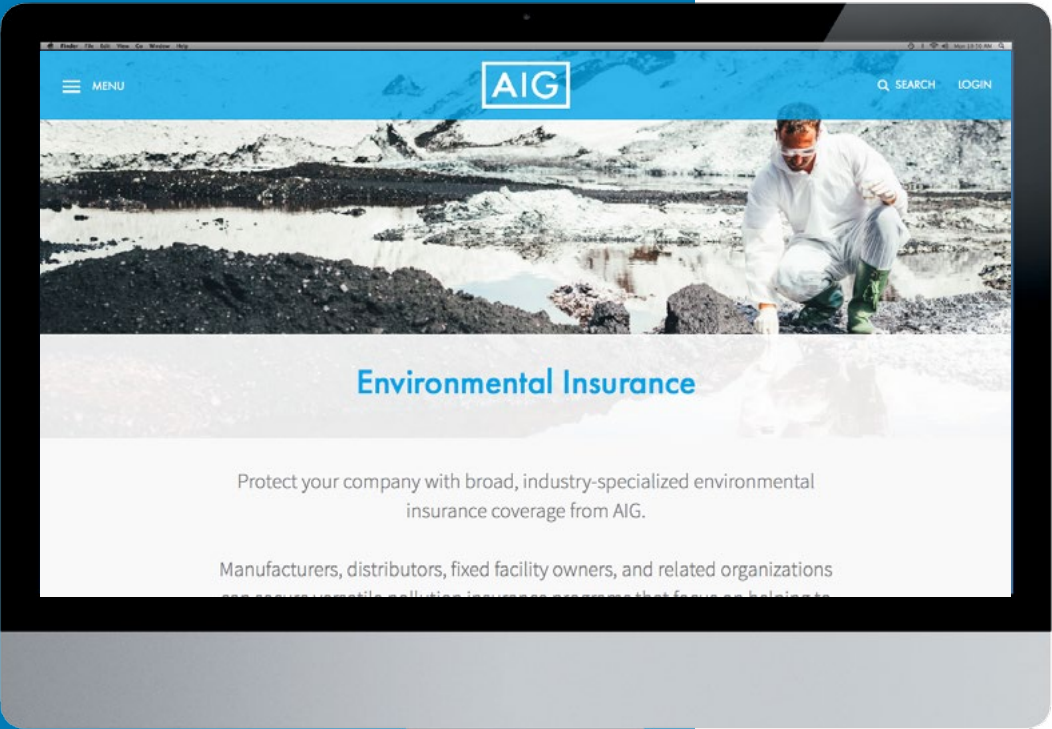
AIG is a leading insurance company operating in 100 countries and jurisdictions. Its companies serve commercial, institutional and individual customers through one of the most extensive worldwide insurance networks of any provider. AIG companies are also leading providers of life insurance and retirement services in the United States.

insurance brokers and consumers interested in life and retirement insurance, while educating them on its multiple offerings.

As a result, it sought a way to share knowledge and thought leadership to create a dialogue that would help change these perceptions and establish meaningful relationships.

To ensure control over the information that was being shared on its brand – and understanding the power of media – AIG looked to LinkedIn Marketing Solutions: Financial Services to showcase content that would have an ‘always-on’ connection to those within the sphere of influence of the ultimate decision-makers.

As a large global organization, AIG identified that there were issues with how its brand was perceived. The company wanted to enhance its brand reputation by positioning itself as a resource which offers thought leadership and insights to its target audience of C-suite insurance decision-makers, risk managers,



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THE TARGET AUDIENCE

“With only a few seconds to capture a prospect’s attention, content marketing is imperative to AIG.com.”

Cara Tabatchnick, Global Digital Strategy Director,
Corporate Communications, AIG

AIG’s target audience are business leaders and key decision-makers. While insurance is essential, the selection process can be long and complex. The audience is also faced with many competing messages. To stand out, insurers must have a strong reputation and be able to demonstrate their ability to manage risk and add maximum value.

While customers value AIG’s breadth of products, strong capital position, extensive risk management and claims experience, it wanted to strengthen its customer connections and pioneer

new tactics for meeting the growing demand for real time communication.

Adding value through LinkedIn

AIG conducted an audit to better understand where its customers consumed digital content and found that LinkedIn surpassed other platforms. The inherent targeting ability of LinkedIn tools meant AIG could showcase content on a digital platform where customers and prospects already spent their time, while directing messages to specific users via a content rich, value-added online community.

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THE CUSTOMER JOURNEY: INSURANCE

THE CUSTOMER JOURNEY

To maximize engagement and use a digital platform to share valuable content, AIG's strategic partnership with LinkedIn Marketing Solutions: Financial Services provided a multiproduct strategy that utilized LinkedIn's next generation solutions of Sponsored Content, InMail and Display.

As the first insurer to use a combination of these techniques, AIG broke the mold by sharing interesting, topical content in bitesized portions, to avoid putting customers off with the overtly product-focused messaging used by competitors.

AIG wanted to change brand perceptions and raise awareness of its product offering, to stand out from competitors and influence its target audiences.



Sponsored Content

AIG was the first across all industries to test the reach of Sponsored Content, using the results to further refine its content strategy.



Traffic driven to AIG.com

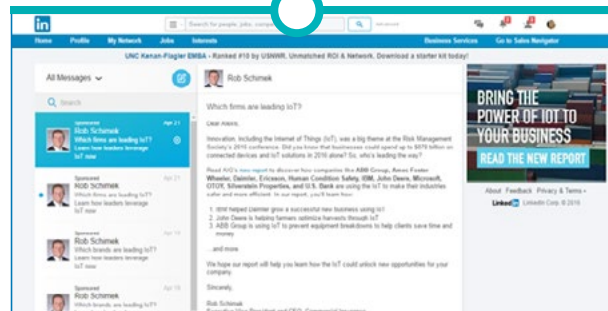
With the already engaged audience ready to read and act on other relevant content on AIG's Knowledge and Insight Center.

Next steps

- Continue relationship with LinkedIn, as main AIG partner.
- Test and learn. Pilot new LinkedIn products and services.
- Apply key learnings.

InMail

Enabling content to reach the right people, for laser target messaging that has supercharged an 'always-on' connection.



Audience insight

Pixels were placed on AIG.com to analyze website traffic, understand audiences and identify engagement opportunities.

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THE CUSTOMER JOURNEY: INSURANCE

THE RESULTS

LinkedIn Marketing Solutions: Financial Services helped AIG reinforce its position as a thought leader and expert insurer dedicated to ongoing dialogue. The LinkedIn platform also helped AIG create a multiproduct strategy that amplified the brand and successfully engaged with desired targets and B2B decision-makers.

While these unprecedented numbers are impressive, of even more value to AIG is the quality of new followers and new relationships. It has reached not just *many* people, but also the *right* people. Its current follower count surpasses that of its peers and AIG has benefited from a huge increase in engagement from both organic and paid media traffic.

“LinkedIn’s targeting provided one of the most qualified audiences for our Knowledge and Insights Center campaign.”

Cara Tabatchnick, Global Digital Strategy Director,
Corporate Communications, AIG

 **Bronze**
Award Winner -
Corporate Image
Financial Communications
Society Portfolio 22
Awards 2016

 **46** unique
times
AIG reached the Top 20 best
Sponsored Content across
LinkedIn during 2015

 **100k+**
relevant professionals reached
through their LinkedIn inboxes
over six months

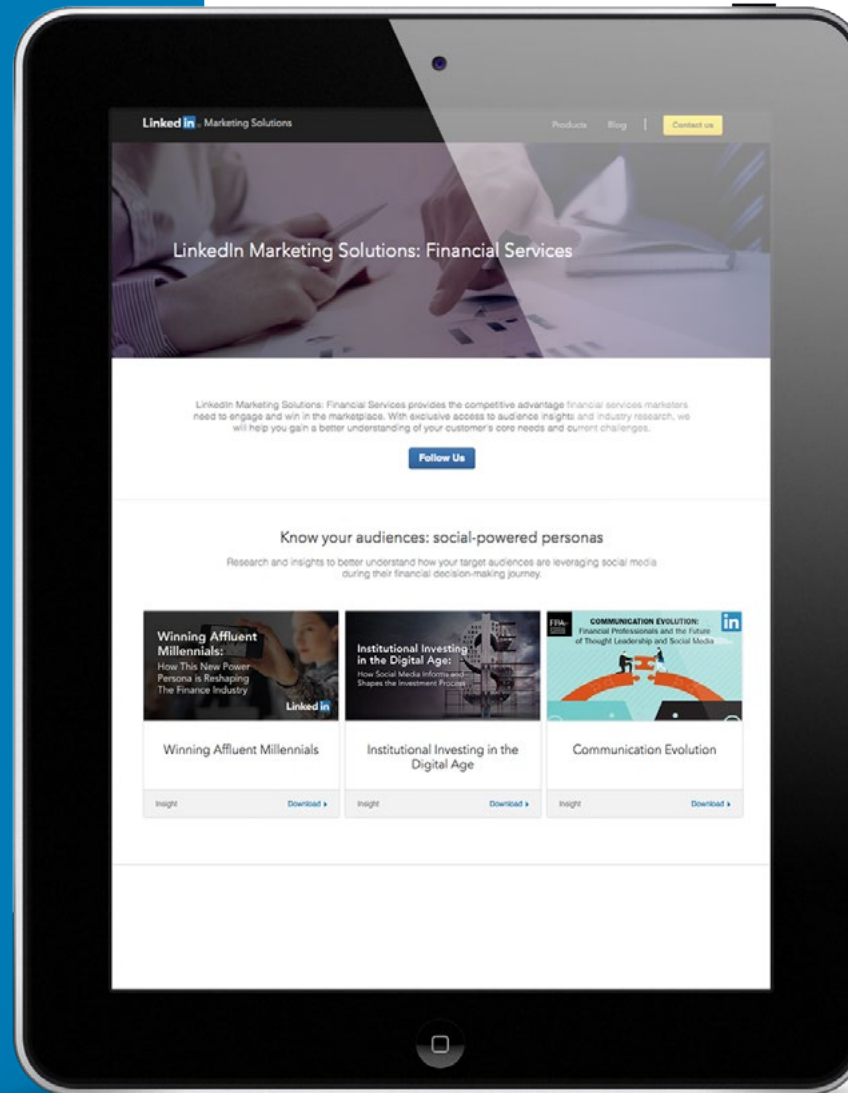
 **Five**
#1 rankings for
Sponsored Content
plus 32 in the top five for
overall finance vertical posts

 **270k**
new followers through
a measured approach
targeting the right members
at the right time

 **68k+**
social engagements (with
comments evidencing a
significant increase in
interaction with AIG content)

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HOW LINKEDIN CAN HELP YOU RETHINK YOUR CUSTOMER JOURNEYS

At LinkedIn Marketing Solutions: Financial Services we aim to partner with financial brands to help them rethink their customer journeys.

We can do this through:

- **Our Platform:** Offering scale as well as granularity to provide deep insight into your clients and their life journeys.
- **Marketing Solutions:** Driving deeper engagement with personalized, compelling and 'always on' content matched to each stage of your customer's journey.

Get in touch through the contact details overleaf to find out more about how LinkedIn Marketing Solutions: Financial Services can help you rethink your own organization's customer journey and connect you to the audiences and issues that matter most.

CONTACT US

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VISIT US AT

<https://business.linkedin.com/marketing-solutions/financial-services?u=0>

FOLLOW US ON TWITTER



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ABOUT LINKEDIN | LinkedIn connects the world's professionals to make them more productive and successful and transforms the ways companies hire, market and sell. Our vision is to create economic opportunity for every member of the global workforce through the ongoing development of the world's first Economic Graph. LinkedIn has more than 433 million members and has offices in 30 cities around the world.

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