




# Transformation in Agency Marketing Advanced Social Web

**STEVE ANDERSON**  
**THE ANDERSON NETWORK, INC.**



## Different Faces of Internet Marketing


- Single Purpose Web sites
- The Social Web
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- E-mail Marketing
- Traditional Marketing



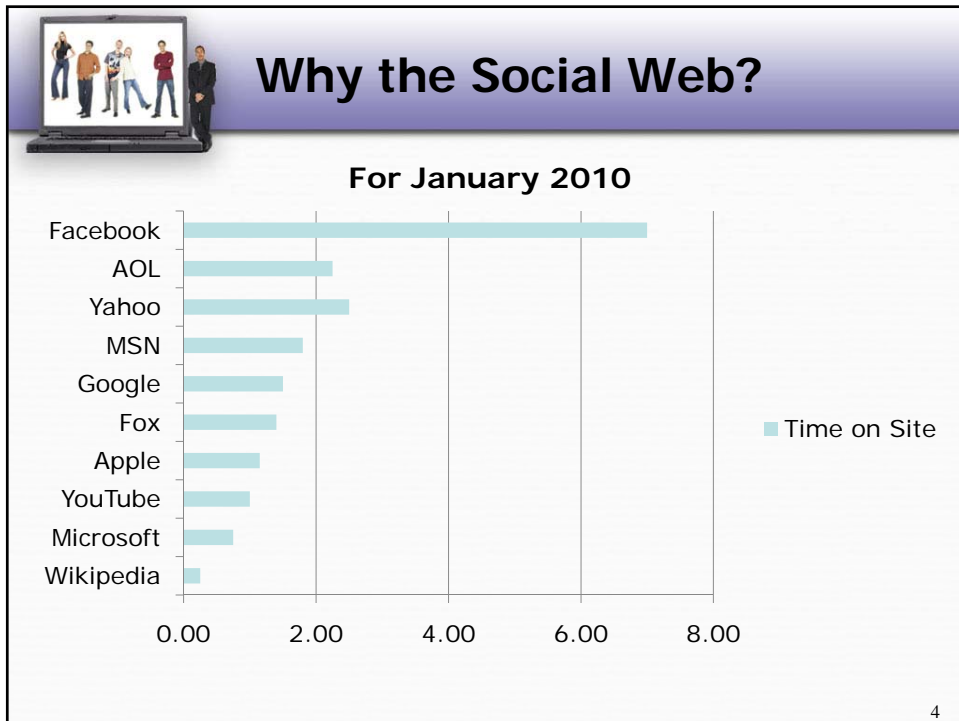
## Recommended Reading

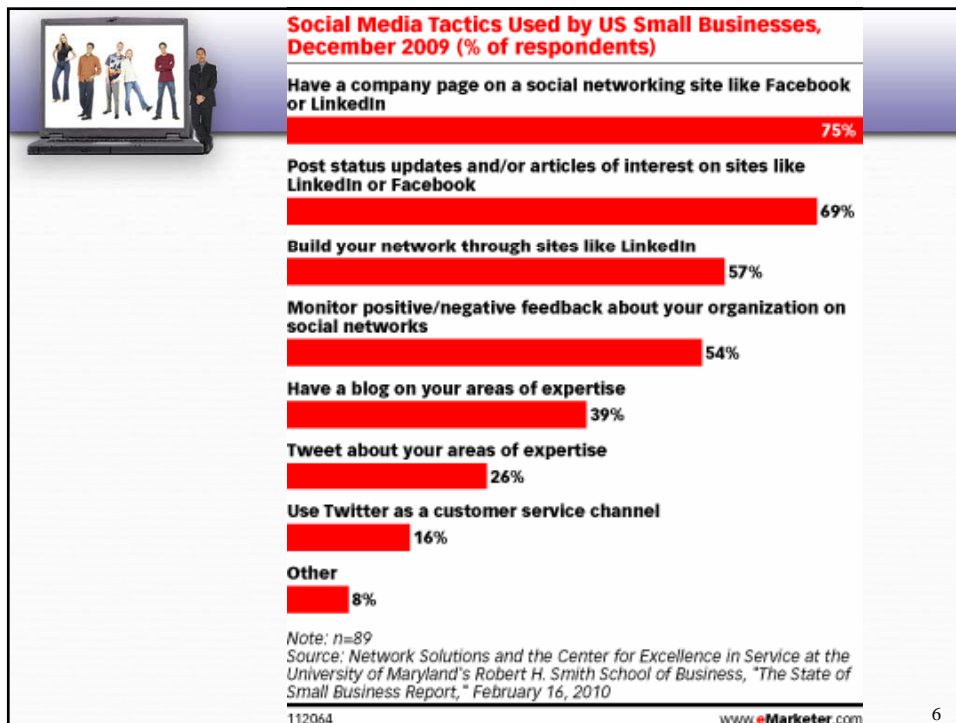
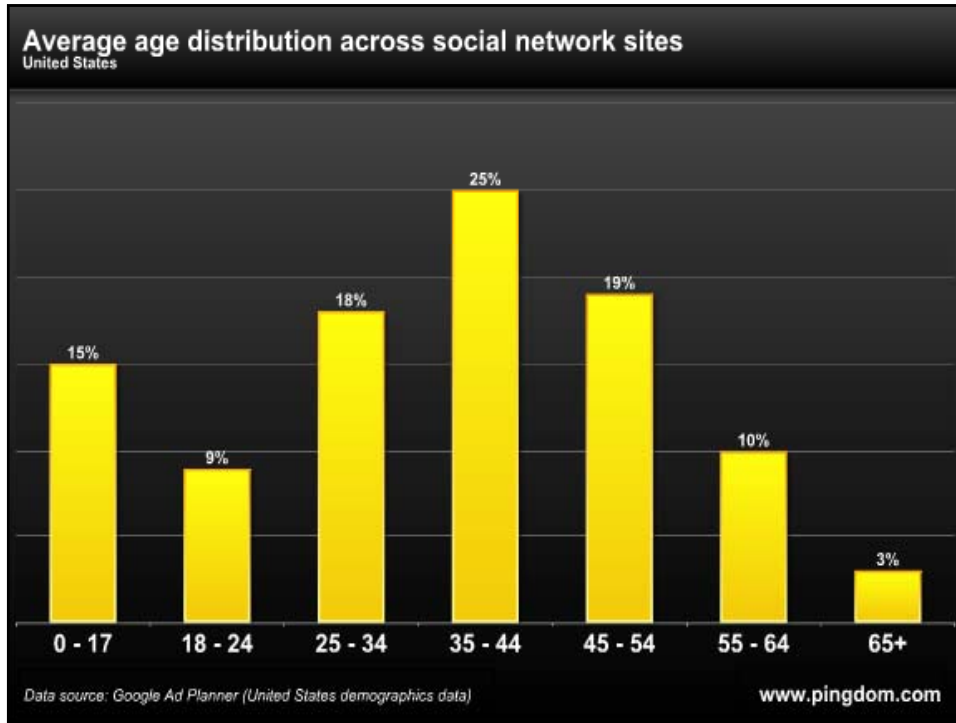
# Groundswell


Josh Bernoff  
Charlene Li



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## Why You Need to Do This

Manage your reputation  
Get found online  
Generate leads  
Level the playing field with your competitors – and direct writers



## Let's Dig In!

Blogs  
Facebook  
LinkedIn  
YouTube  
Twitter



## Blog Examples

- GoVaughn.com – Agency
- Foundersgrp.com – Agency
- From the Press Box -- property-casualty.com
- From Where I Sit -- michaelhyatt.com/fromwhereisit
- Insurance Buzzer -- insurancebuzzer.com



## WordPress: Creating Web Sites

- Why?
  - WUSIWYG – What you see is what you get
  - No technical expertise
  - Security
  - SEO friendly
- What
  - CMS – Content Management System
  - Immediate updates & changes
  - Themes
  - Plug-ins
  - SEO friendly




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## WordPress

<b>WordPress.com</b>	<b>WordPress.org</b>
<ul style="list-style-type: none"> <li>• 9,200,000</li> <li>• Limited Themes</li> <li>• No Plugins</li> <li>• Free</li> <li>• No maintenance</li> <li>• No control</li> <li>• Not for branding</li> </ul>	<ul style="list-style-type: none"> <li>• 9,700,000</li> <li>• Full theme support</li> <li>• All plugins allowed</li> <li>• Monthly expense</li> <li>• Site maintenance</li> <li>• Full control</li> <li>• Own your own brand</li> </ul>

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## WordPress – Steps to Start

- Find a Host
- Download
- Install
- Design
- Start posting

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The slide features a purple gradient header with the title "WordPress Site Examples" in white. To the left of the title is a small graphic of a laptop displaying a group of five people. Below the header, a bulleted list contains three website examples. The slide number "13" is located in the bottom right corner.

## WordPress Site Examples

- SteveAnderson.com
- ClientInformationSecurity.com
- AgencyUserReviews.com

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The slide features a purple gradient header with the title "Facebook" in white. To the left of the title is a small graphic of a laptop displaying a group of five people. Below the header, a bulleted list contains three types of Facebook content. The slide number "14" is located in the bottom right corner.

## Facebook

- Profile – a person
- Fan Page – a company
- Advertising


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## Agency Facebook Use

- BeelerInsurance.com
- GoVaughn.com

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## Create a Facebook Ad

### 1. Design Your Ad

**Destination URL** Example: <http://www.yourwebsite.com/>  
   
 I want to advertise something I have on Facebook.

**Title** 0 characters left.

**Body Text** 0 characters left.

**Image** (optional)  
  
 Remove uploaded image.

**Insurance Agency TechTips**

**steve anderson's tech-tips**

A free quick & easy to read weekly newsletter that highlights one tech tip that will increase an agency's productivity & effectiveness.  
 Steve Anderson likes this.

**Facebook Ads**  
 Advertise your own web page or something on Facebook like a Page, Event, or Application.

**Image**  
 Image will be resized to fit in a 110x80px box.

**Approval Process**  
 Ads are reviewed to ensure that they meet our content guidelines. We recommend reviewing:  
[Suggested best practices](#)  
[Common Reasons for rejection](#)

**More Help**  
[Design Your Ad FAQ](#)

www.SteveAnderson.com

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### Society of CIC Facebook Ad

**Earn More in Coml. Lines** x



Do u need to earn more?  
Would u like 3 yrs experience  
in 2 wks? Check out Producer  
School for commercial & main  
street insurance agents

👍 Like  
Robby Dunn likes this.

MarketScout | Pay Dues | My Page | Publications



[View Schedule](#)  
[Register Now](#)

[f](#) [t](#) [in](#)

**NEW! Two-Week Program: Dual-Track Producer School**    **NEW! Employee Benefits Producer School: Register here!**

2,500 practical insurance and risk management education courses a year

- Certified Insurance Counselors
- Certified Insurance Service Representatives
- Certified Risk Managers

[Download Now](#)

**CIC** | **CISR** | **CRM**  
Dynamics Sales Training | OnLine Courses | In-House Training | Producer School  
CE Guide | About Us | The Academy | Certified School Risk Managers (CSRM) | Employee Benefits **NEW**

Home | CSR Awards | Links | Career Paths | Contact Us | Employment | MyVideo | UACRM



### Facebook Ad Results

cv dot com (running) [edit](#)  
 Daily Budget \$25.00 USD  
 Since 05/03/2009

Name	Status	Max Bid (\$)	Type	Imp.	Clicks	CTR (%)	Avg. CPC (\$)	Avg. CPM (\$)	Spent (\$)
<a href="#">CrescentaValley.com</a>	Running	1.00	CPC	3,319,223	809	0.02	0.86	0.21	698.19
<b>Totals</b>				3,319,223	809	0.02	0.86	0.21	698.19

**My Ads (running) [edit](#)**  
 Daily Budget \$25.00 USD  
 Since 12/11/2008

Name	Status	Max Bid (\$)	Type	Imp.	Clicks	CTR (%)	Avg. CPC (\$)	Avg. CPM (\$)	Spent (\$)
<a href="#">Crescenta Valley Insurance</a>	Paused	0.65	CPC	11,040	2	0.02	0.37	0.07	0.73
<a href="#">Crescenta Valley Insurance 1</a>	Running	1.40	CPC	3,638,940	1,034	0.03	1.18	0.34	1,220.31
<a href="#">Done Better alta, san m arcadia</a>	Running	1.31	CPC	85,374	18	0.02	1.16	0.24	20.79
<a href="#">La Canada Homeowners</a>	Running	1.00	CPC	2,692	2	0.07	0.41	0.30	0.81
<a href="#">Low Cost Auto Insurance 1</a>	Paused	1.00	CPC	457,049	175	0.04	0.70	0.27	121.83
<a href="#">Low Cost Auto Insurance CVI</a>	Paused	1.00	CPC	323,977	48	0.01	0.94	0.14	45.25
<a href="#">Low Cost Auto Insurance My Pic</a>	Paused	1.31	CPC	1,765,917	624	0.04	0.93	0.33	579.83
<a href="#">Low Cost Auto Insurance TC</a>	Paused	1.00	CPC	761,851	170	0.02	0.92	0.21	157.24
<a href="#">Pasadena Pic</a>	Running	1.50	CPC	1,782,187	487	0.03	1.12	0.30	543.07
<b>Totals</b>				8,831,937	2,560	0.03	1.05	0.30	2,619.66



### LinkedIn: Business Networking

- Optimize your Profile
  - Photo
  - Title vs. Tag line
  - Personalize Web links
  - Personalized public URL
  - Ask for recommendations

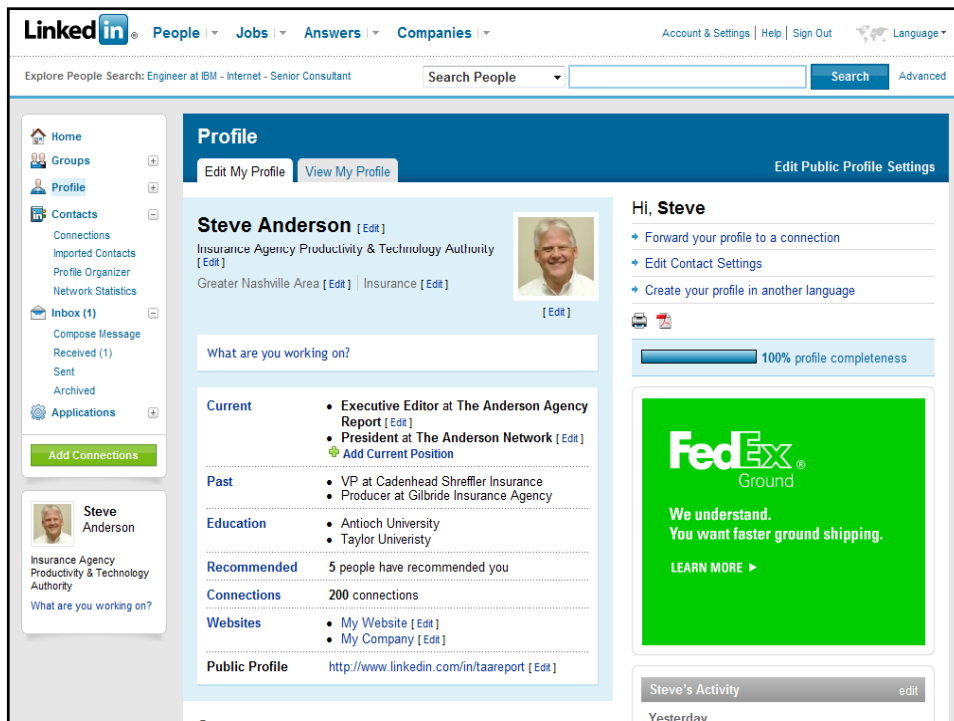
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## LinkedIn: Business Networking

- Use Applications
  - WordPress
  - SlideShare
  - Tripit
- Join Groups (50 is the limit)
  - Industry focus
- Answer Questions
  - Be viewed as an expert

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**LinkedIn** People Jobs Answers Companies Account & Settings | Help | Sign Out | Language

Explore People Search: Engineer at IBM - Internet - Senior Consultant Search People Search Advanced

**Profile** Edit My Profile View My Profile Edit Public Profile Settings

**Steve Anderson** [Edit]  
 Insurance Agency Productivity & Technology Authority [Edit]  
 Greater Nashville Area [Edit] | Insurance [Edit]

What are you working on?

**Current**

- Executive Editor at The Anderson Agency Report [Edit]
- President at The Anderson Network [Edit]
- Add Current Position

**Past**

- VP at Cadenhead Shreffler Insurance
- Producer at Gilbride Insurance Agency

**Education**

- Antioch University
- Taylor University

**Recommended** 5 people have recommended you

**Connections** 200 connections

**Websites**

- My Website [Edit]
- My Company [Edit]

**Public Profile** <http://www.linkedin.com/in/taareport> [Edit]


**Hi, Steve**

- Forward your profile to a connection
- Edit Contact Settings
- Create your profile in another language

100% profile completeness

**FedEx Ground**  
 We understand. You want faster ground shipping.  
 LEARN MORE ▶

Steve's Activity Yesterday



## YouTube & Video

- Interactivity
- Personalize
- Testimonials
- Coverage explanations
- Advertising

[Crescenta Valley Insurance “TV” Ad](#)

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## Video Creation Tools

- Screen Shots
  - Snagit (TechSmith.com)
  - Jing (TechSmith.com)
- Web Recording
  - Camtasia (TechSmith.com)
  - Captivate (Adobe.com)
- Live Video
  - Microsoft MovieMaker (Microsoft.com)
  - Visual Communicator v3 (Adobe.com)



**Flip Video**

The image shows two views of a Flip Video camera. On the left is the front view, featuring a large lens and a USB connector. On the right is the back view, showing a small LCD screen with the 'Flip video' logo and a red record button. The 'pure digital' logo is visible at the bottom of the back view.



**EyeJot**

**BETA**  
**eyejot™**  
video mail in a blink

[www.eyejot.com](http://www.eyejot.com)


The image displays the EyeJot logo, which consists of a stylized blue eye with a satellite dish on top. Below the logo is the text 'BETA eyejot™ video mail in a blink'. At the bottom of the slide, the website URL 'www.eyejot.com' is written in a large, black, sans-serif font.



# Twitter

**@SteveTN**  
**@TAAReport**

What are you doing?  
What are you thinking?  
What are you working on?  
What are you reading?



steveTN: **@ComcastBonnie** Yes. The info in the Guide is being updated. Thanks for your help!  
about 11 hours ago from Twittelator


ComcastBonnie: **@SteveTN** did it work?  
about 11 hours ago from Seismic

steveTN: **@ComcastBonnie** was a great help in trying to fix cable box problem. Better than using the phone.  
about 11 hours ago from Twittelator

steveTN: **@ComcastBonnie** Guide is now showing but with "To be announced" in each time slot. I&apos;ll check again in the morning. Tks for the help!!  
about 11 hours ago from Twittelator

ComcastBonnie: **@SteveTN** pull power from the back of the box, wait 30 sec, plug back in  
about 11 hours ago from Seismic


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## Advanced Twitter Search

- Target by occupation (google)
  - [intitle:"attorney \\* on twitter" site:twitter.com](#)
- Target by bio (google)
  - [intext:"bio \\* web designer" site:twitter.com](#)
- Target by location (Twitter search)
  - [near:"Austin, TX" within:25mi](#)

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## Advanced Twitter Search

- New signups
  - Google Alerts
- Keep current on industry
- Competitive eavesdropping
- Trending photos

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## Twitter Hashtags

- Following topics
- # followed by a code
- #ptp2010
- Can search & see anyone using the tag
- Twitter Search
- TweetChat.com

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## Do It!

Comment on blogs and forums  
Answer questions  
Establish yourself as an expert  
Start your own blog

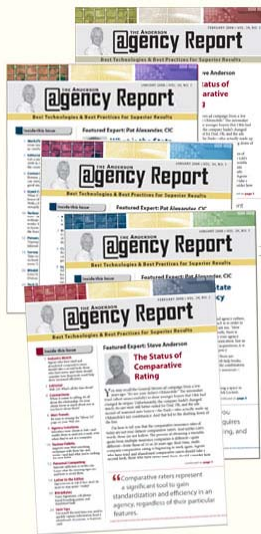


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**TAAReport.com**  
**303.404.0457**

[www.SteveAnderson.com](http://www.SteveAnderson.com)

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A business card for Steve Anderson. The top left features a portrait of Steve Anderson, a man with grey hair wearing a light blue shirt and a patterned tie. To the right of the portrait, the name "Steve Anderson" is printed in a large, bold, black font. Below the name, the contact information is listed: "The Anderson Network, Inc.", "PO Box 1546", "Franklin, TN 37065", "(615) 599-0085", and "Steve@SteveAnderson.com". The bottom section of the card features the logo for "the Anderson network", which consists of a blue swoosh followed by the text "the Anderson network" in a blue sans-serif font. At the bottom right corner of the card, the website "www.SteveAnderson.com" and the number "35" are visible.

**Steve Anderson**  
The Anderson Network, Inc.  
PO Box 1546  
Franklin, TN 37065  
(615) 599-0085  
Steve@SteveAnderson.com

the  
**Anderson**  
network

www.SteveAnderson.com 35