



# Why **Email Marketing** For Insurance Agencies And Brokers Matters

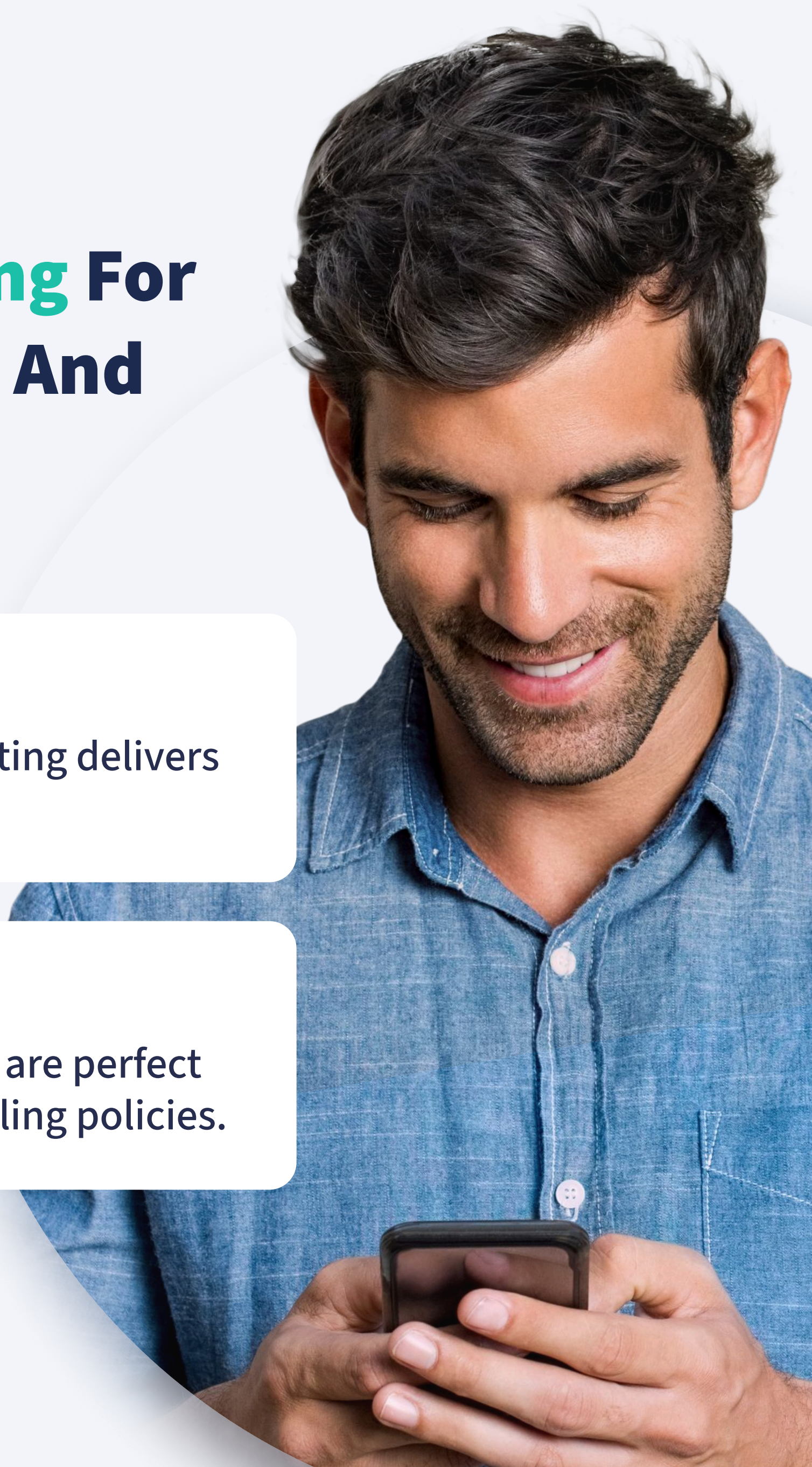
## High ROI

For every \$1 spent, email marketing delivers an average return of \$36.

## Cost-Effective for Insurance

Personalized, automated emails are perfect for nurturing leads and cross-selling policies.

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# Benefits Of Email Marketing For Insurance Agencies & Brokers

## Build Trust:

Establish credibility and deliver value to policyholders through consistent, informative emails.

*Example: Send policy renewal reminders or claim filing tips.*

## Engage Clients Personally:

Segment email lists by policy type and buyer's journey stage.

*Example: Target young families with life insurance emails or homeowners with home insurance updates.*

# Benefits Of Email Marketing For Insurance Agencies & Brokers

## **Save Costs:**

Maintain personalization while reducing expenses.

## **Cross-Selling Opportunities:**

Bundle products to increase sales.

## **Customer Lifecycle Management:**

Stay connected throughout onboarding, servicing, and renewals.



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# Most Effective **Email Strategies** In The Insurance Industry

## **Triggered Emails:**

Automate follow-ups for quote requests or abandoned forms.

## **Time Optimization:**

Schedule emails at peak times, like Tuesdays at 10 AM, to maximize engagement.

## **Performance Tracking:**

Leverage PathwayPort's reporting dashboard to analyze data and refine campaigns.

## **Tool Highlight:**

Access pre-tested templates and actionable data insights via PathwayPort.

## **Engagement Optimization:**

Include e-documents and renewal follow-ups to increase engagement.



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# Most Effective Email Strategies In The Insurance Industry

Want to learn detailed strategies to grow  
your insurance agency or brokerage?

**Download our comprehensive guide today!**

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