



Winning commercial business with Twitter

An agency success story



A little birdy (envision the Twitter icon) told us that member agency LaPlaca Insurance was finding success engaging commercial clients and prospects on the social Web. Read on for a synopsis on how and why the agency began the venture and what it has gained.



Content for the taking

A common concern among social networking newbies (new tweeps, if you will) is where to find fresh content. Look no further than our state-specific Twitter feeds for fodder for your agency's tweets:

@IAB_DE | @IAB_MD | @IAB_PA

importance and effectiveness," says Anne.

Julie confers that the process was slow but is proud of how far the staff has come.

"It took everyone in the office some time to understand the value of communicating on social media," shares Julie. "At first there were a lot of questions about what certain things mean, but over the past year, I truly believe that their knowledge has increased."

Finding success

Julie began maintaining the LaPlaca Insurance Facebook and Twitter accounts in the spring of 2012. Admittedly, the initial response of customers and prospects on both platforms was slow. But by the beginning of 2013, the agency's Twitter account took off.

"The follower engagement is very high with retweeting, favoriting, replying and mentioning," explains Julie.

And a big milestone came the first time that the agency's Twitter account generated a request to quote a business account.

"The biggest piece of advice I would give [other independent

agencies] is to stick with it," explains Julie. "I have come across too many accounts on both Twitter and Facebook where an agency started to send out tweets and posts and then two to three months later stopped. I don't think you can tell if social media is worth it to your business in two to three months. The ROI will not be that quick."



Resources 2.0

Find more resources on using social media for your agency by visiting IABforME.com. Select Resource Center and then Technology.

Also, check out our **Executive Management Conference**, Oct. 29-30 in Gettysburg, Pa., for more expert instruction on social media management.



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