



UP TO TOWERGATE'S REFERRAL SERVICE

MARKETING YOUR BUSINESS





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REFERRAL SERVICE



MORE DEALS

# MARKETING YOUR BUSINESS – HOW TO GET RESULTS

**Know your customer's needs** - the customer is at the heart of your marketing, so start with a clear idea of what they are looking for and how you can help them find it.

**Set clear targets** - you won't fully know if your campaign is working unless you've set SMART (Specific, Measurable, Actionable, Relevant, Timely) goals at the beginning of the campaign.

**Focus on the benefits** - at first, customers are looking for product benefits that solve their challenges, not specific features. So talk about customer benefits rather than product features.

**Highlight your USP** - you might not be the only one offering that benefit, so identify the USP (Unique Selling Proposition) that differentiates you from the competition, and focus on making it essential for your customer.

**Refine a clear proposition** - people are busy and distracted, so give your customers a single proposition in clear, concise language.

**Give them a clear call to action** - make it explicitly clear what you want the customer to do next, whether it's call, email or visit the website. This should be easy to spot and direct.

**Choose the right channel** - if you've studied your customers' needs and behaviour, you'll know what channel will work best for reaching them. Some expect digital communication (email, social media, text) while others still respond better to a phone call, direct mail or face-to-face meeting.

**Pay attention to your existing customers** - it's easy to become preoccupied with generating new leads, but don't neglect your existing customers. Not only is it more expensive to recruit a new customer, but if you can turn sales into repeat customers or even champions of your service, you'll grow their value.

**Analyse your results** - adapt and improve your campaign constantly based on results. Sometimes you can transform conversions simply by changing your call to action or targeting.

## How to Set Up Your Customer Spreadsheet

It's easier to know your customer's needs when you have all the relevant information in a single spreadsheet. Consider the following fields - and keep it updated regularly...

- Personal details - name, address, phone number, email address
- Age, gender, marital status
- Life stage - young family, over 50, retired
- Employment status
- Type of business
- Size of business
- Income
- Products (and their value) currently held with you
- Products (and their value) previously held with you
- Policy renewal dates
- How they would like you to contact them (email, phone, mail)
- Best time to contact them
- Marketing permissions (see GDPR).

## Developing Effective Messaging

Organising your messaging in a logical order helps improve the overall clarity, as shown in the following example...

... Being a landlord is stressful enough [[Addresses clear target](#)]. But insuring your properties shouldn't make life more complicated. [[Identifies clear pain point](#)].

... That's why we help you cover your entire portfolio, coordinate renewals, and manage liability from a single policy. [[Benefit](#)]

... It's the difference you get from a specialist insurer in commercial property. [[USP](#)]

... Ready to make life easier?

... Get a quote today. [[Clear CTA](#)]

## Tips on Reaching Your Customers

Your marketing will be more effective if you can adapt your messaging, targeting, and channels to suit your customers. Because there's no one-size-fits-all approach...

- Clients working in construction, who start early and are on-site for most of the day, will be more receptive to short messages they can read easily on mobile, or those that arrive in the early morning or after work.
- Office-based clients are inundated with emails and calls all day. Contact them during the day, grab their attention with a snappy, clear message, and include supporting detail to help them make a decision.

- If you coordinate your communication with your customers' renewal dates for business or personal insurance, they will be in the right frame of mind to assess your proposition.



## How to Increase the Value of Your Existing Customers

Your existing customers are as important to your profitability as new clients, with one key advantage. They've already responded positively to your offer. You don't need to convince them again, but you should be offering them more while they're in a receptive state of mind. Bear in mind that one of the most powerful marketing tools for your business is an existing customer.

**Cross-selling** - cement long-term relationships with your customers, and turn them into business champions, by selling them other products and services to suit their needs.

**Request referrals** - too many businesses stop marketing once they've achieved a sale, but a happy customer who has just purchased a product or service is primed to make a positive contribution. So ask them to recommend you to their friends, family and colleagues. Their testimonials are proven to be among the most trusted marketing tools of all.

## How to Target New Customers

Clearly, referrals are a great way to build your customer base. Otherwise, targeting new clients means constantly evaluating your marketing strategy. You'll see what segments, incentives and offers delivered the best results, as well as which groups offer the best ROI (Return on Investment).

- Set clear targets/objectives for every campaign.
- Set realistic budgets for each campaign, with a constant focus on cost per lead and ROI.
- Focus on choosing the right channels for your customer segments and budget.

## The Importance of Compliance - FCA and GDPR

You will probably have seen countless examples of misleading or unauthorised marketing in the insurance sector as a whole, which recent regulation has made a thing of the past.

All marketing material must be Clear, Fair and Not Misleading, in accordance with the Financial Conduct Authority rules and regulations.

General Data Protection Regulation (GDPR) introduced in 2018 establishes strict, clear guidelines on what businesses need to do when it comes to processing customer data, obtaining marketing consents and marketing to your customers.

### In a nutshell...

- You must have a record of explicit consent to store a customer's data and contact them by email or text.
- That means you must get them to 'Opt in' to receive your emails before you market to them.
- You must also make it easy for them to unsubscribe from your email list and erase their data from your system.
- GDPR does not require the same consent to send Direct Mail or call customers by phone if you can prove your campaign is of legitimate interest to your audience, but if you're storing a mailing list or phone list, there are rules and restrictions relating to how you manage that data.

**For more information on GDPR and marketing consents visit these useful links below:**

### GDPR -

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protectionregulation-gdpr/>

### PECR -

<https://ico.org.uk/for-organisations/guide-to-pecr/>

### Useful links for marketing checklists -

<https://ico.org.uk/for-organisations/marketing/>

We have developed a business toolkit that includes marketing material that's ready to adapt and use on your next campaign. This toolkit can be downloaded and used to promote our products and services to your customers and prospects. Please continue to visit [www.towergaterefferrals.co.uk](http://www.towergaterefferrals.co.uk) for additional material as it becomes available.





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## GET IN TOUCH

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**You make the referral, we'll do the rest.**

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