What the 2020 High-Growth Agency Survey tells us about saving time

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For the 2020 High-Growth Agency Survey, we reached out to 1,000 of the fastest growing medium-sized and large agencies – the top 500 agencies in business and personal lines, respectively, in terms of policies-in-force (PIF) growth – to see what's working in today's marketplace.

Where the average agency sees PIF growth of between -2% and +2% annually, in business lines, we found that high-growth agencies are growing between 17% and 23% and, in personal lines, between 12% and 16%. Marketing plays a key role in driving that exceptional growth, but what exactly are these high-growth agencies doing – and when are they finding the time to do it?
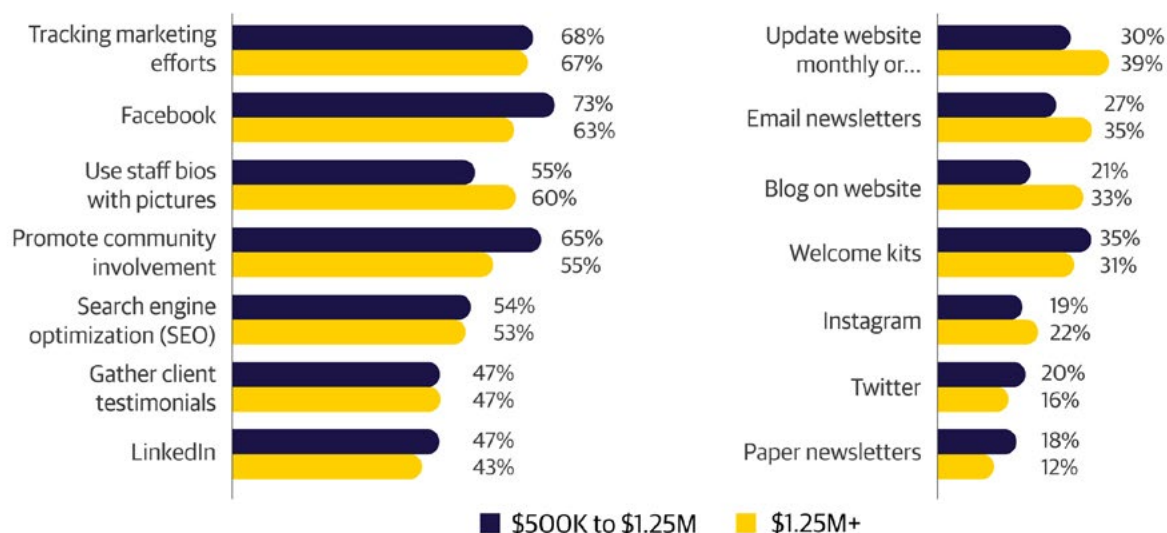
Here's what we learned.

Agencies can streamline their efforts by using the same tactics to market business and personal lines

This year's survey revealed that the tactics high-growth agencies use to market business and personal lines are very much the same.

To be clear, when we say "marketing," we're not talking about an account placement role. Instead we're talking about the marketing tactics you use to grow new business, lift retention and build trust by sharing your brand, your story and your community involvement.
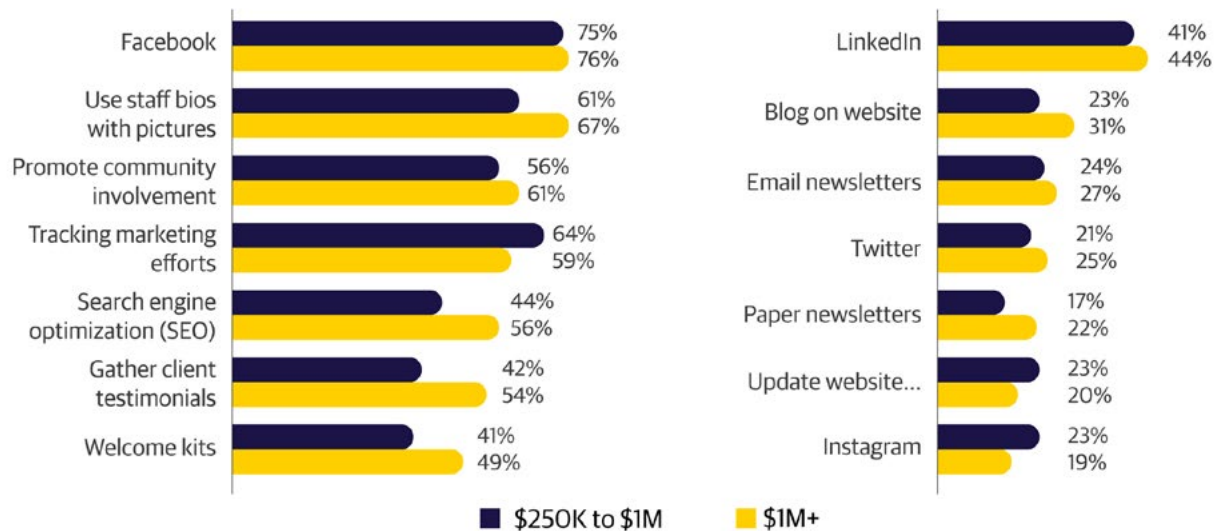
Consider the following results from the 2020 High-Growth Agency Survey regarding the marketing activities agencies use to support business lines growth:

Business lines supporting activities

Activity	$500K to $1.25M	$1.25M+
Tracking marketing efforts	68%	67%
Facebook	73%	63%
Use staff bios with pictures	55%	60%
Promote community involvement	65%	55%
Search engine optimization (SEO)	54%	53%
Gather client testimonials	47%	47%
LinkedIn	47%	43%
Update website monthly or...	30%	39%
Email newsletters	27%	35%
Blog on website	21%	33%
Welcome kits	35%	31%
Instagram	19%	22%
Twitter	20%	16%
Paper newsletters	18%	12%

■ $500K to $1.25M ■ $1.25M+

Note that medium-sized and large agencies essentially employ the same tactics. Now look at the results for high-growth agencies in the personal lines space:

Personal lines supporting activities

Activity	$250K to $1M	$1M+
Facebook	75%	76%
Use staff bios with pictures	61%	67%
Promote community involvement	56%	61%
Tracking marketing efforts	64%	59%
Search engine optimization (SEO)	44%	56%
Gather client testimonials	42%	54%
Welcome kits	41%	49%
LinkedIn	41%	44%
Blog on website	23%	31%
Email newsletters	24%	27%
Twitter	21%	25%
Paper newsletters	17%	22%
Update website...	23%	20%
Instagram	23%	19%

■ $250K to $1M ■ $1M+

Again, medium-sized and large agencies use very similar marketing tactics to support personal lines growth. More importantly, the tactics high-growth agencies use to drive growth are virtually the same across business and personal lines. That means there's an opportunity to save time by streamlining your marketing activities, using the same tactics to grow both lines.

Hiring a part-time marketer also saves time – and ensures you're doing what's needed to grow your agency

Many of you understand the importance of these marketing tactics, but you simply don't have the time.

Some high-growth agencies address this limitation by assigning a staff member to devote at least eight hours a week to getting the required marketing done. Other agencies prefer to keep their current staff focused on sales and service and hire a part-time marketer at $15-25 per hour, starting at eight hours a week. This time commitment generally increases over time as the person takes responsibility for:

- Tracking marketing initiatives
- Creating and refreshing welcome kits
- Integrating charity work with the agency's referral program
- Creating and sending out digital and printed newsletters
- Responding to online reviews
- Building out a cross-sell program

Hiring a marketer not only saves you time, but helps you grow faster and improve retention. As you begin to see results, you can reinvest some of the new revenue into additional marketing hours, expanding your scope of marketing activities and compounding your success.

Learn more

Ready to learn more? Our newly launched, self-paced and completely free Virtual Marketing Workshop offers a series of instructional videos and follow-up activities that give you a practical introduction to high-yield marketing tactics.

The beginning of the course takes a much closer look at findings from the 2020 High-Growth Agency Survey, focusing specifically on which marketing activities drive the most new business. Get started with the Virtual Marketing Workshop.

Already have someone on staff regularly dedicating eight hours a week to marketing? Or maybe you're planning to hire a part-time marketer? We have another new virtual training program – also free and on-demand – to help that person succeed. Get started with Agency Marketing Essentials.

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