



Boost brand awareness. Increase retention. Grow your business.

Our online classes improve your agency's marketing presence.

Does your agency's online presence make a lasting impact that generates leads? How do you solidify relationships with your current and prospective clients? Our industry leading, instructor-led training can help. From first impressions with personalized welcome kits, to using LinkedIn as a sales tool, we have a comprehensive offering of hands-on, 90-minute classes at your fingertips.

Learn from the comfort of your computer, with the guidance of an instructor overseeing each activity. Or go at your own pace, in any order, with our new on-demand options.



Welcome Kit: Create Clients for Life with a Personalized Welcome Kit

Audience: Agency principals and marketers

Learn what you absolutely must include in your welcome kit to solidify new client relationships and reduce the likelihood of having them leave within the first 30 days. Even better, Liberty Mutual and Safeco appointed agents that implement a new customer welcome kit see an average 11-point increase in new business policies.*

Register for the [live webinar](#) or [watch on demand](#) now.



Referrals: Turbocharge Your Referrals with These Simple Communication Tactics

Audience: Agency principals and marketers

What if we told you a simple change in the way you communicate will increase the number of referrals your agency receives each month. Liberty Mutual and Safeco appointed agents that apply this communication style see an average of seven times more client referrals.

Register for the [live webinar](#) or [watch on demand](#) now.



Online Reviews: Produce More Leads with Your Online Reviews

Audience: Agency principals and marketers

Your online review profiles can act as another producer in the agency by bringing in new business every day. Learn how to craft a winning online review strategy to let your client testimonials work for you! We'll also share the jaw-dropping results one agency is generating from its Yelp profile...and how they do it.

Register for the [live webinar](#) or [watch on demand](#) now.



LinkedIn: Turn LinkedIn into a Lead Generator

Audience: Agency principals, marketers, and producers

Optimize the way you use your personal LinkedIn account to attract and engage with prospects.

Register for the [live webinar](#) or [watch on demand](#) now.



Google: How to Get Your Business Found on Google

Audience: Agency principals and marketers

Avoid the "Google graveyard" by learning how to claim and optimize your Google My Business listing. Google My Business is a Google control panel that allows you to manage your Google Maps listing and Google reviews, two very important aspects of your online presence.

Register for the [live webinar](#) or [watch on demand](#) now.



Google Ads 101: Learning the Basics

Audience: Agency principals and marketers

In this session, you'll learn about the value of Google Ads, what they are, and how they can help your grow. This is an introduction to Google Ads. *You must have access to a Google Ads account for your agency before taking this session.*

Register for the [live webinar](#) now.



Google Ads 201: Launching your first campaign

Audience: Agency principals, marketers, and Google Ads 101 Alumni

In this session you'll learn how to create and launch a Google ad. This session is advanced and builds off the information learned in Google Ads 101: Learning the Basics.

Register for the [live webinar](#) now.

^{*}Compared to a control group. 2018 Liberty Mutual study.



Google Analytics: Attract More Business Using your Agency's Website Data

Audience: Agency Facebook page administrator

Discover how you can increase the effectiveness of your agency's website to drive more leads by analyzing, and then taking action on, the insights and data provided by Google Analytics.

Register for the [live webinar](#) now.



Facebook: Strategic Posting Tactics on Facebook

Audience: Agency Facebook page administrator

Learn how to stop staring at your screen wondering what to post on social media. We'll teach you how to be effective and efficient with your time so you can quickly do social media the right way.

Register for the [live webinar](#) or [watch on demand](#) now.



Facebook: Attract a Targeted Audience on Facebook

Audience: Agency Facebook page administrator

Learn how to target customers with Facebook advertising and free tactics. You'll leave with a clear understanding of how to create top-of-mind awareness with preferred prospects.

Register for the [live webinar](#) or [watch on demand](#) now.

[Sign me up](#)

Contact us at agentprograms@libertymutual.com.



*Compared to a control group. 2018 Liberty Mutual study.

The audience for this information includes insurance agents and brokers nationwide and is therefore general in nature. Every agent and broker is responsible for knowing the guidelines and laws that govern rating, underwriting, and claims handling in their states.

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