

Tips for how to develop an industry or business association partnership



As you start building industry and business association partnerships, here are tips to help you form quality relationships that will last for years to come.



Getting involved

- Before selecting an association to get involved in, think through the industry of interest and the type of customers you are targeting. If you are targeting local small businesses, your local Chamber of Commerce is a good option.
- Do your homework ahead of time and look up the association prior to attending a meeting or event. Your research should include reviewing the association's website and other social media profiles to learn more about the association's mission and members.
- Not all associations may be a good fit. Each association has its own culture. Find the one that is the right fit for you and your business model. Patience is key.
- Building a network takes time and effort; be sure to have fun along the way.



Attending an event

- Networking is not for everyone, but it does generate proven results. Find a friend or someone at your agency to accompany you and help with the initial awkwardness.
- Be comfortable talking about what you do, but don't lead with the sale or overdo it on the subject of insurance.
- You are attending the event to learn and get comfortable with the industry jargon, so listen to the challenges people are facing and note any risks.
- Give the association a reason to believe in you. Volunteer to host a webinar, presentation, event, or more. Become an industry advisor to the association members.
- Meeting people at an event is only the first step. Nurture these relationships continuously. After an event, follow up on social media to start building meaningful relationships.



The world is facing uncertain times right now, but don't let that stop you from meeting people and building your knowledge. Consider attending virtual events and webinars to get comfortable with your targeted industry. Reach out to speakers and other participants and simply introduce yourself. The goal is to put yourself out there and let people know who you are. Once in-person events start up again, you'll enjoy a warm reception as people recognize you from the virtual events.



Marketing

A great way to build your reputation is to incorporate your association involvement in your marketing. Highlight it in your welcome kit and newsletter. Demonstrate your industry knowledge on social media and in blog posts on your agency website. Let your clients and prospects know that you take the time to learn and be an advisor.

Use these digital marketing tactics to help you become a knowledgeable insurance resource to association members:

- **Ensure your website is up to date**

Make sure to add dedicated landing pages for your targeted class of business. This will not only improve your website's search engine optimization, it will also inform readers that you have the knowledge to provide unique business solutions.

- **Blog at least twice a month**

After attending an in-person or virtual event, blog about what you learned. How are you better positioned to help your clients with their insurance needs?

- **Use your blog to answer common questions**

Address the insurance products you sell, and use your newsletter to either repost your article or include a link to your blog. This will help position you as a trusted resource and expert.

- **Leverage social media**

Share your involvement and knowledge on popular social media sites. Your social media strategy may differ by platform, but consider the following:

- Facebook and Instagram: Post a picture of yourself attending an in-person or virtual event. You can even post a picture of yourself getting ready for the webinar.

- LinkedIn: Post about what you learned at an event and how your insurance solutions help solve a specific problem.

- **Continue to build your referral partnerships**

Make sure your association network is aware of your referral program and the charities you support.

Get involved and grow your business.



Getting involved and attending events — whether in person or virtually — is a great way to extend the reach of your business and build strong customer relationships.

If you have questions, contact agentprograms@libertymutual.com.