



26 April, 2017

017/2017

Are brokers social savvy?

A fifth of brokers have started using a social media channel in the last 12 months with LinkedIn and Twitter the channels of choice.

Research carried out with 250 brokers in February and March 2017 by specialist insurer, Ecclesiastical, shows that 22% have used LinkedIn for the first time in the last 12 months, 20.8% have adopted Twitter and 19.2% have started using Facebook.

The top new customer contact channel, however, was e-mail, at 41.2%, while 27.7% have used paid for advertising for the first time.

Head of Broker Distribution at Ecclesiastical, Chris Withers, said: "While it is not a surprise that the trend to use social media is on an upward curve, what isn't so clear is whether brokers are using it in a smart way to engage with customers and boost their business or are simply accessing these platforms to see what others are doing as they are worried about being left behind."

Ecclesiastical's research showed, for example, that only 0.8% of brokers are using LinkedIn to get to know their customers better. It also highlighted that only 5.2% are using social media to share their good news and business successes with their stakeholders.

Chris added: "Advertising can be very costly and it might not always be the best way to reach your customers. It doesn't allow for interaction and feedback so brokers could be missing a trick by not maximising these free social media tools. Social media can provide a wealth of opportunities for brokers to gain insight into their customers' needs and engage with them and potential influencers. It can also help them to differentiate their business proposition by telling their story. There's an opportunity for everyone within the insurance industry to help brokers be social savvy."

Ecclesiastical is carrying out further research and holding a series of events with brokers during 2017 to find out what support they need to help build a more positive profile and get closer to customers.

****Ends****

Media enquiries:

Issued by: Emma Smith, External Communications Manager
T: 01452 873233/07391 866584
E: emma.smith@ecclesiastical.com

PRESS RELEASE

Ann-marie Russell, External Communications Manager

T: 01452 873231/07766 558663

E: ann-marie.russell@ecclesiastical.com

Notes to editors

1. Owned by a registered charity, Allchurches Trust, Ecclesiastical is a unique financial services organisation. With its main operations and headquarters in the UK, Ecclesiastical also operates in Australia, Canada and Ireland.
2. Ecclesiastical is a specialist insurer of the faith, heritage, fine art, charities, education and private client sectors.
3. Founded in 1887 to provide insurance for the Anglican Church, the company now offers a wide range of commercial insurances, as well as home insurance, selling through brokers and directly.
4. The Ecclesiastical Group also includes award-winning investment management business, EdenTree Investment Management, which provides a range of ethically screened investment funds.
5. Ecclesiastical is one of the UK's top five corporate donors to charity in the 2016-17 UK Guide to Company Giving. Other 2016 awards include Better Society Awards, Insurer of the Year and Post Magazine, Claims Awards, Customer Care winner.
6. In 2014, Ecclesiastical Insurance Group launched its vision to donate £50million to charity in a three-year period. In March 2016 the Group announced that it had reached its target almost a year ahead of schedule and that figure now stands at £67m.
7. Many businesses say they are different. Ecclesiastical really is. Find out why at www.ecclesiastical.com/ourstory