



Episode 1 - The Digital Future is Now

Overview

During this digital age, it's important that we stay abreast of trends, best practices and options to help grow business and meet customer needs. We recorded the episode so you can easily share with others in your agency or take time to [listen at your convenience>>](#) Password: **Webinar042920**

Hosted by: Craig Welsh, Chief Distribution Officer

Guest speakers:

- Stacie King, *Digital Content Director* - [Agency Nation](#)
- Mike Wnek, *SVP of Operations* at [Trusted Choice](#)
- Matt Lehman, *Westfield Chief Digital Officer*

Key Takeaways

Digital presence is of the utmost importance now, more than ever. But even more so for the agencies of the future and here's why:

- Agencies with established technology and a strong digital presence move more quickly on a daily basis and in response to a crisis
- Technology continues to facilitate the connection between consumer and agents – it doesn't replace the relationship, it just creates greater access/awareness
- Agencies focused on communication can leverage their digital and social channels in a much more targeted and strategic way to reach their customers and provide value-add insights and services
- Content is more available than ever via Agency Nation as they continue to curate and post via their social channels for agencies to access and share

Customers are Shopping! Trusted Choice provided insight regarding consumer behavior during COVID-19:

- Searching for insurance products, specifically personal auto, home and commercial liability.
- Looking for coverage across a diverse set of industries
- Seeking local agents to work with and talk with about their insurance needs

How Westfield is helping agents work with us more effectively in a digital environment:

- Easier, more convenient access to customer care via Live Chat on [Agents Web Passport](#) (8a-8p M-F) for billing and claims-related questions.
- Robust [digital appetite guide](#) that offers clear commercial appetite and precise industry definitions, including workers' compensation to help place business with us

Ways Westfield is providing agencies information to enhance their digital presence and practices:

- Provide Search Engine Optimization (SEO) reports that score your digital credibility and findability – Look for the information we sent earlier this week. If you need us to resend, please reach out to AgencyReview@westfieldgrp.com
- Offer digital marketing services that leverage what we've learned to help your agency build strategic digital marketing plans that fit your agency goals and objectives

Great opportunity to learn more:

- [ELEVATE!](#) The upcoming virtual Elevate conference sponsored by Agency Nation with more opportunities for intimate conversations with presenters than ever!
 - In addition to non-insurance industry keynote speakers, the conference will include breakout sessions for Data/Technology, Marketing and Culture. You choose your content tract.
 - Every session includes an artist sketch to take notes so you can fully engage.

Join us next week!

Register for our next event on **Wednesday, May 6, @ 11:15am EST**. Up next in our series when we'll focus on brand, marketing and sales. [Be sure to register today>>](#)

Want to read ahead? Check out Daniel Pink's book, *To Sell is Human*.

Craig will be joined by our guest speakers:

- **Sara Tester**, Corporate Marketing Leader, Westfield
 - **Peter Van Aartrijk**, Co-founder & Principal at Chromium and CEO of Aartrijk
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