

# 5 tips for digital lead generation

With the current situation forcing you to think differently about how to generate leads and sales, we thought we would share with you some ideas and tips to inspire you in the coming months.



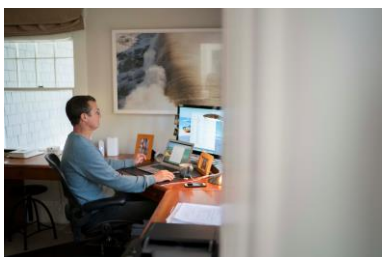
## 1. Take advantage of technology

Being able to communicate with clients and customers over video conferencing platforms like *Skype* means that you now have the ability to reach more than one person at a time. Group video calls can be a great way to engage with prospects as well as existing customers and can be a really efficient use of time.



## 2. The social network

With social distancing changing our traditional in-person methods of networking, you might need to rethink your approach. Think digital - take advantage of social media. People are still meeting up online. Identify which communities your customers are a part of and see if there's any opportunity for you to introduce yourself to new groups online.



## 3. Build your brand on *LinkedIn*

Take some time to review your *LinkedIn* profile – make sure you have a professional photo and that your information is up to date. Don't be shy about asking people to connect – you want to grow your network. The *LinkedIn* algorithm – the process by which your posts reach more people – is very complex and is updated frequently. However, as a general rule, it focusses on content and engagement. So, if you're regularly creating posts and engaging with others (for example by liking and commenting on posts), then you're more likely to be 'seen' in your network's feed. Be personal and consistent; consider the time of day that you post – catch people when they're likely to be checking *LinkedIn*, such as lunchtimes.



#### 4. **Email follow ups**

This may be an obvious one but aim to send a personalised email after speaking with someone to summarise what you've discussed. Add reminders of important points and key benefits to show you've understood their needs. It's a good way to develop your relationship and they will have everything they need should they want to review the materials after your meeting.



#### 5. **Retention is key**

During this time, whilst you might initially think about new business lead generation, don't forget that this is a good time to re-engage with your existing customers, whether by email, phone or video call. Now more than ever it's important to remind them of the value of the protection they have with MetLife.

In the case of individual accident and health product, MetLife MultiProtect, additional features become available to customers once they have had the policy a certain time. So, for example, if you have someone approaching their first year of having MultiProtect, why not make contact to let them know that they will soon have access to the hospitalisation for sickness benefit once they have held the policy for 12 months. Whatever type of protection you provide, it's important to keep close to clients and customers at this time so you can ensure they get the most out of their insurance policy.

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