

8 insights to get your digital marketing strategy on track

Digital innovation in insurance distribution is moving at a rapid pace as life insurers race to meet rising service standards and growing customer expectations. In 2018, RGAX conducted an online survey targeting small-to-medium-sized U.S. insurers to learn their current practices and plans for the digital marketplace of tomorrow. [Click here](#) to view the complete survey report.

SLOW STARTERS

As an industry, insurance is late to the game when it comes to digital marketing.

43% stated they had “little/some” **education in digital marketing capabilities**; 11% reported having no education.

64% reported having “little/some” **overall capabilities** in digital marketing; 11% said capabilities were “non-existent.”

TEST OF STRENGTH

64% reported they are currently **testing digital advertising**; 50% are testing an e-application journey.

43% plan to begin testing **digital lead generation** in the near future (1-2 years); 32% have no plans to test.

HURDLES TO GROWTH

Top digital marketing challenges to creating an improved customer experience:

- Resource limitations
- Lack of expertise
- Organizational challenges
- Lack of strategy

29% think it is **too expensive** to introduce or expand digital marketing efforts.

PARTNERING FOR PROGRESS

21% have **partnerships** with start-ups or vendors to enable digital selling strategies; 43% are planning to have them in the future.

52% reported using partners or vendors to **advise them** on digital marketing strategy.

We can help

Visit www.RGAX.com/free-consultation to schedule a complimentary consultation regarding your digital marketing strategy.