



AT A GLANCE

The Florida Association of Insurance Agents (FAIA) is a nonprofit state trade association of insurance agencies affiliated with the Independent Insurance Agents and Brokers of America, Inc., and 18 local boards throughout Florida.

The association—the central source of information for nearly 2,000 independent property and casualty agency members, employing close to 25,000 licensees—is dedicated to enhancing the independent agency system through education, legislation, communication, and member services.

AMS: *iMIS by ASI*

KEY STATS

201% *increase in email engagement*

40% *online renewal conversion rate*

2-3 *hours/day staff time saved*



FAIA's Automated Membership Strategy Increases Engagement 201%

For many, automated campaigns and marketing automation is new territory. Making the switch from a “batch and blast,” one-off email strategy to a meticulously planned, ongoing campaign approach isn’t something that happens overnight.

The Florida Association of Insurance Agents (FAIA) built an automated membership marketing strategy that included four new automated campaigns. Since implementing, they’ve seen a 201 percent increase in email engagement.

“Marketing automation gives us the opportunity to create a more thoughtful and effective process.”

– Sue Ray, Communications Director, FAIA



HIGHER LOGIC

Higher Logic is an industry leader in cloud-based engagement platforms. Our data-driven approach gives organizations an expanded suite of engagement capabilities, including online communities and marketing automation. From the initial web visit to renewal and ongoing engagement, we help you track and manage interactions along each stage of the digital customer experience. Organizations worldwide use Higher Logic to bring people all together, by giving their community a home where they can interact, share ideas, answer questions, and stay connected. Everything we do - the tools and features in our software, our services, partnerships, best practices - drives our ultimate goal of making your organization successful.

Automate the Marketing Process for Better Member Outreach

When FAIA launched its automation strategy, it created four new campaign types that covered all the bases: re-engagement, past member recruitment, new members, and membership renewal. They wanted less random and more strategic member outreach.

In the past, FAIA's membership department had three huge mailings and still had to chase down renewals. Before setting up an online renewal process, members had to fill out a web form that was emailed to membership, which still had to manually enter information into the database. FAIA set a goal to increase online membership renewals.

Almost all direct mailings were eliminated and replaced with an automated renewal campaign, touching on notice of renewal, expiration reminder, and overdue payments. The campaign yielded 172 renewals ahead of schedule, and FAIA is on track to reach the 40 percent online renewal conversion rate.

"We used to send out one big email with tons of details when a member joined. Now, we split it up by topic over three emails spaced evenly apart; this has increased the number of opens and clicks significantly."

- Sue Ray, Communications Director, FAIA

Before automation - one email, a lot of content - FAIA had a 21.2 percent open rate and a 44 percent click rate. Now with three emails staggered, each with a separate message, the campaigns have a 63.8 percent open rate and a 44.9 percent click rate.