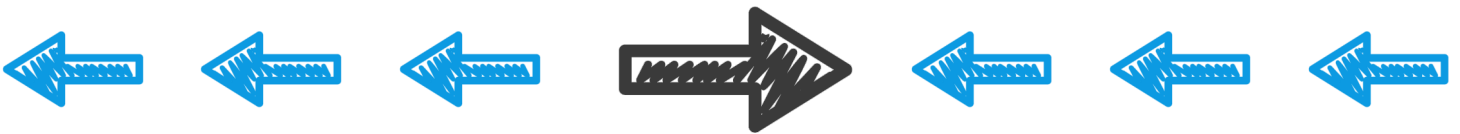


PIA of Indiana's Annual Convention

May 10-11, 2018 • Indianapolis Marriott East

Be the

GAME CHANGER.



Generating & Nurturing Leads Through
Social Media

Presenter: Joe Estey

Sponsored by: Erie Insurance



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Presented by



Professional Insurance Agents of Indiana

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BERNARD (JOE) ESTEY III

Joe Estey is a passionate marketer with a focus in digital marketing in the insurance space. Joe joined the insurance space in 2015 as the head of marketing for Paradiso Insurance, with a focus on brand recognition, providing an exemplary customer experience, and connecting with his local community. Since then, he has transitioned into becoming the Director of Marketing for Paradiso Presents, where he uses his skills to teach other insurance agencies about how they can push the envelope for their agencies with new-age marketing strategies and technologies.

Joe has been featured in Roughnotes, the Insurance Advocate, PIA, and Be the Last Agent Standing for his writing on insurance marketing, and received the Market Innovation of the Year Award 2017 from the Young Insurance Professionals group. Joe is committed to helping agencies everywhere grow and increase visibility, and give back to the Journey Found organization through profits generated through Paradiso Presents.



SOCIAL MEDIA LINKS

Paradiso Insurance:

Facebook: <http://www.facebook.com/insurancect>

Twitter: <https://twitter.com/paradisoins>

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Google+: <https://plus.google.com/u/0/108820559264738223174/posts>

LinkedIn: <http://bit.ly/24bQk3I>

Paradiso Presents:

Facebook: <https://www.facebook.com/ParadisoPresents/?fref=ts>

Twitter: <https://twitter.com/ParadisoPresent>

LinkedIn: <https://www.linkedin.com/groups/4449433>

Joe Estey:

Facebook: <https://www.facebook.com/bernard.esteyiii>

LinkedIn: <https://www.linkedin.com/in/bernardestey/>

Creating Personas

This worksheet has been created for you to use as a way to brainstorm who your target market is. Please fill out the following slides using information you think best represents your current clients.

Persona Name:

Overview

- Age: Motivation:
- Lifestyle: Goals:
- Interests: Pain points:
- Job: Income:
- Hobbies: Location:

What is this individual's title? Industry?

How is their job measured?

Who do they report to?

How organized is this individual on a scale of 1-10?

- 1 2 3 4 5 6 7 8 9 10

How easy is this individual to get along with on a scale of 1-10?

- 1 2 3 4 5 6 7 8 9 10

How outgoing is this individual on a scale of 1-10?

- 1 2 3 4 5 6 7 8 9 10

Education

High School? Yes No

College? Yes No

Masters? Yes No

PhD? Yes No

Type:

Career Path:

List all Family/Kids (and ages)/Pets/Etc. – Are kids in private or public schools?

Potential:

Does this person own a business? If so, describe:

Does this person own a second home? If so, describe:

What is this individuals biggest challenges?

What are risks that this person will have to face on a regular basis? How much will they need insured?