

Case Study:

How to improve your online presence



“ Having a strong digital presence as a broker, ensures that our trustworthy, friendly, accessible company image and specialised products/services are easily demonstrated to our clients and prospects, resulting in stronger overall brand awareness. ”

Amy Nicholls, Gravity Risk Services - Marketing Assistant

The broker:

Gravity Risk Services - an independent business insurance broker and risk advisor based in Stourbridge, West Midlands.

The challenge:

How to improve their digital offering to attract and retain customers through optimisation of online marketing activities.

The solution:

Aviva Marketing Consultancy's free Digital Aptitude report, measuring key areas of digital marketing including website design, content and search engine optimisation (SEO) and recommending where improvements need to be made.



70% of brokers are motivated to improve their online presence within 3 months of receiving their Digital Aptitude report¹



Contact us at marketingsupport@aviva.com to discuss your marketing, including whether a Digital Aptitude report is right for you. Visit www.brokermentor.co.uk to access online marketing support resources.

¹ Digital Aptitude follow-up survey

Gravity Risk Services have seen their overall Digital Aptitude score move from low into high range, as they implemented the recommended improvements.

- ✔ Introduction of a Live Chat function, helping them to respond to prospects and customers quicker through their website and encourage more leads.
- ✔ Faster website loading on both desktop and mobile devices to reduce abandonment rates – scores have moved from red to amber status.
- ✔ More links to their website from other sites, improving the backlinks score from red to amber status, adding credibility for Google listings, achieved through partnership services.
- ✔ Introducing website analytics to help monitor usage and activity, seeing what visitors are and aren't interested in.
- ✔ A higher SEO (search engine optimisation) score from amber to green status, as a cumulative result of all the improvements made and keyword content/copy.
- ✔ Focus on social media content to build brand image, identity and trust amongst clients and prospects. Gaining followers and interactions in this area has also served to boost SEO.

Amy's top tips

- **Polish up your social media profiles, it makes more difference than you think! Even if you don't have the resources to post regularly, ensure pages are all filled out with relevant, up-to-date contact information and imagery to build consumer trust and be more accessible on all channels.**
- **Encourage Google Reviews and website testimonials amongst your clients. Offer incentives and reap the benefits.**
- **Having a faster website made the biggest difference to our digital offering, as previously we were victim to very high bounce rates and low SEO.**



Looking to improve your digital presence?

Contact us at marketingsupport@aviva.com to talk through how we can help support you with your digital aspirations.

We'd love to help.

Additional resources available

Head across to Broker Mentor:

[Your website design formula](#)

[How to build a highly profitable website](#)

[How well is your website performing?](#)

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Aviva's Marketing support has been an invaluable tool to help us identify pain points in our digital presence and understand what needed to be done to suitably address issues.

The Digital Aptitude Report has been extremely useful to supplement our current Marketing goals and KPIs, as well as handing over tangible results to our external web developer to ensure their activities are focused on improving site performance.

The team's guidance and mentorship has been second to none and we can't praise Aviva enough for the support they readily give to their Club 110 brokers. ”

Amy Nicholls, Gravity Risk Services - Marketing Assistant

