

Utilising Digital Media. aba Insurance Group Ramps up Digital Efforts to Make the Most of the Economic Down-Turn

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Offering premium quality business insurance services, the aba Group has embarked upon a digital marketing push to make themselves stand out in the highly competitive business insurance industry.

As well as offering traditional business insurance services, the aba Group also provides all risks cover for contractors and professionals to protect them in this increasingly unstable economic climate. To distinguish themselves from the competition they have utilized a strategic mix of PPC and SEO in conjunction with a re-designed website, courtesy of their digital marketing partner.

The aba Group is working upon differentiating themselves using advanced segmentation techniques and research to create a sustainable, long-term competitive advantage; targeting business people and professionals across the North West.

aba Group's Managing Director, Graham Webster, stated that:

"Insurance is a competitive business, with larger insurance brokers wielding such large marketing budgets; it can be difficult to get seen. Using these highly targeted methods, we can cut straight through to the people who are interested in our services as efficiently as possible"

When working in such a highly populated and competitive industry, it is important to exploit new methods and adopt trending techniques early. In doing so, the ABA Group has already experienced an increase in website traffic of almost 150% resulting in increased enquiries and conversions.

Personal insurance providers exploit new media to the full, particularly with car insurance, yet we see the business insurance providers lagging behind. The aba Group however is quickly gaining ground and looks to fuel future growth with its continued digital marketing activity.

With the continual improvement of social media platforms it has been easier than ever to target professionals through LinkedIn, Facebook, Twitter and more and so scalable, personal communication has never been so easy. As the aba Group expands its activity, content sharing will be the next big step in their marketing efforts and looks to boost their newfound success to even greater heights.

"We've touched upon something that works, something that many other business insurance brokers have yet to exploit so we hope to maximize our effectiveness before other providers get involved" adds Mr Webster.

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About aba Group:

aba Group has been operating in Bolton for years, headed by Managing Director Graham Webster and fellow Director Lynne Eckersley, they have 70 years' experience in the industry between them. Their specialist insurance coverage spans directors, officers, contractors, engineers, landlords and a whole host of other professional roles and activities; which has seen them become the go-to business insurance brokers locally.

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