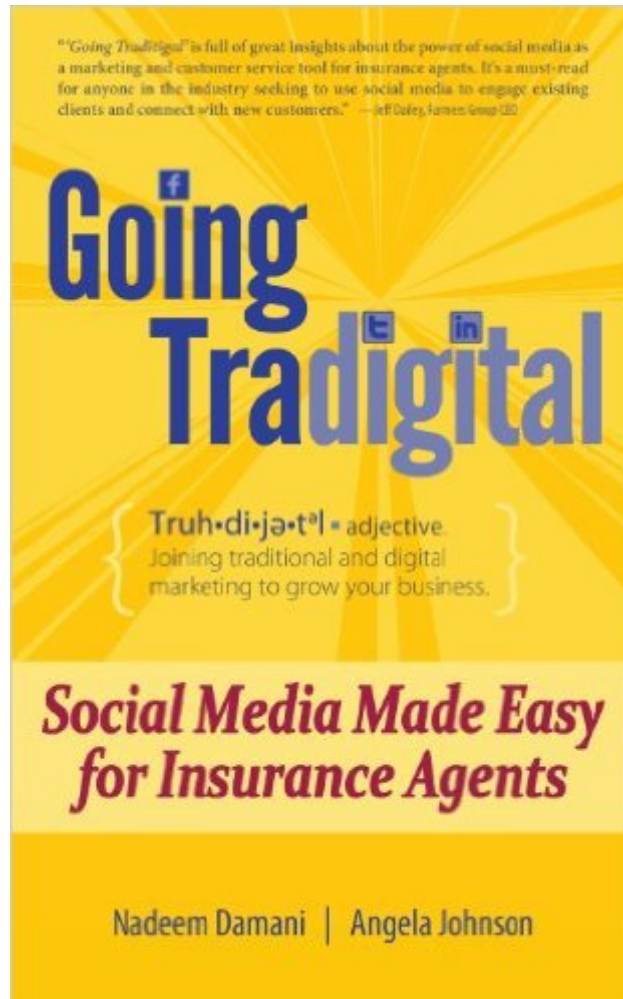


The book was found

Going Tradigital: Social Media Made Easy For Insurance Agents



Synopsis

Do you ever wonder if there is a way to use Social Media to increase sales or improve retention? Is your network exploding with new contacts every day? If not, maybe it's time for you to chalk out a solid online marketing strategy for your insurance agency. When you are a Tradigital agent, you can: -increase prospecting and opportunities for sales -increase customer service -improve retention and cross sales -gain referrals -humanize your agency brand In *Going Tradigital*, you will discover the best practices from two top insurance agents who have discovered the power of combining traditional marketing techniques with the latest in digital marketing methods. Your insurance agency can become more profitable and experience exponential growth on social media. Go tradigital. May your agency never be the same again!

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Customer Reviews

Many of us think, "If only I'd known!" We wish we had bought Wal-Mart stock decades ago...invested in Google...paid better attention to life's opportunities. This will be said about *Going Tradigital*. Many will purchase...some will read...sadly few will practice. (Don't worry...your competition will!) Though the authors target the insurance industry, the concepts and tools are useful for any business needing to leverage Social Media for profitable growth. I met the authors to buy the book and was honored to be the first to ever get an autographed copy. I read it the first time through in one day. (Mostly while I waited in Food Court of a local mall while my wife and daughter helped the local economy. Thus, more motivation to put this into profitable practice!) The book shows how to

balance high tech and high touch. Many people will research insurance online but still want comfort of buying from a local agent. This book shows agents how to become that go to person. Any agent who has a practice should get this into the hands of every member of his team. Those who do will soon stand above their competition regarding new business, referrals and retentions. Any agent who practices the concepts of the book will reach the highest status they can. People will say good things about you behind your back!

I've been looking for a book like this for a long time. I wish I could have found it 2 years ago. As a local insurance agent trying to use the internet and social media for marketing, I have had so many unanswered questions. "Going Tradigital" provided the practical answers I've been searching for. The authors speak with a lot of credibility because they have blazed this path as local insurance agents themselves. They have a unique ability to take seemingly complex methods and present them in a simple, easy to understand format. I really like the links that are provided in each chapter along with the real-life examples from the authors' own social media posts. This book has a lot to offer for any agency owner or any business owner who wants to better connect through social media. Whether you're just getting started or you've been at it for awhile, you will benefit from reading "Going Tradigital".

This book was great actually. I am sending my personal "Thanks" to Nadeem and Angela, you nailed it! The authors did a good job proving the case for going digital, truly. I loved the comment "clicks and bricks". I work with local businesses everyday and I know I will refer to that comment. I liked also how the authors consistently painted a picture of today's buying process. As the reader, I could connect with the behaviors leading up to buying a product or service. It connected with my experiences. Before reading this book, I knew most of the implementation of social media profiles, but learned much about the focus on customer service as a differentiator. This book is not just for Insurance Agents, it holds benefit for all offline businesses.

The authors have written an easy to follow, high actionable blue print for any business person. The subtitle "Social Media Made Easy For Insurance Agents" doesn't do the book justice. This book is a resource for sales people and entrepreneurs in any industry. There are great stories of brands and customer experiences that illustrate for the reader the importance of going "tradigital" and after each example there is a concrete, specific and actionable take-away the reader can literally do at that very moment to help propel their business forward on social media. Beyond the content rich chapter,

the authors really overdeliver by offering a ton of resources and online sites, services and tools you can use to take your business to the next level. If you're in the insurance business (or any other for that matter), you'd better get your hands on this book NOW and start applying the knowledge to get ahead of the curve.

Best book to get you started in Social Media. Easy to Follow instructions and great posting ideas.
Thanks Nadeem and Angela.

I learned a lot about the way to set up a digital page for my job. I also learned how to use it. I will suggest this to all of my friends and co workers.

As soon as I heard from Nadeem Damani that he had written a book about Social Media, I jumped and ordered it. Don't get me wrong: Nadeem is a dear friend with whom I have lots of interaction on FB and other social media platforms and I wanted to support him. So much is true. However, I wouldn't publicly support a useless book. Knowing that the author has learned Social Media the hard way(meaning rolling up his sleeves and learning), makes it valuable for everyone who wants to learn how to become successful by adding social media to their arsenal of contact points with their leads, prospects and customers. This book was not written by a "guru" who tries to teach you the theory and has never done it himself. No, this book is authentic, like the author is authentic in his relationships. It takes you step by step, from the set up of your social media accounts all the way to monitor them and monetize them ethically and in osmosis with your physical presence as a business owner. Although written with insurance agents in mind, it can be applied to any business and should be at the tip of your fingers if you want to succeed in your business.

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