

The role of social media and technology in strengthening the insurance brand

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Digimind's recent report on the social presence of Italian insurance companies, passing the Net as a listening function, has highlighted the insurance brands that are most involved in conversations, through mentions, in a spontaneous manner and by user initiative.

New technologies, such as the emergence of smart devices and applications, have increased the frequency and quality of communication between people and things, including in the insurance sector.

Social media platforms and sharing economy concepts, are transforming the ways and methods of innovation, changing insurance business models and intensifying the demand for new products and distribution channels.

New technologies and trends are driving insurers to either transform themselves or risk falling behind new competitors.

Buzz marketing, then, can be understood as an unconventional technique used in the short term to draw the attention of a certain target audience to a particular issue, product or service, not only by talking about it, but also by fueling discussion about it.

In part, surprisingly, the study in question confirmed that sponsorship appears to be very useful to the insurance brand, at least in terms of visibility and resonance and regardless of the type of event in question, be it sporting or cultural.

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