

GUIDANCE FOR DEVELOPING WOMEN'S MARKET CAMPAIGNS



Creating Markets, Creating Opportunities

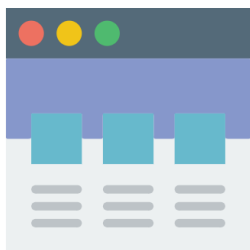
JUNE 2023

Launching Women's Market Programs Externally

Winning Over Women Customers And Achieving Competitive Advantage

Marketing the Women's Insurance strategy should go beyond informing and publicizing the product value propositions. The strategy must encompass (i) building trust among the target segment; (ii) amplifying commitment to the goal of empowering women (iii) positioning the Insurance company as women's partner through life's journey

STEPS FOR LAUNCHING THE WOMEN'S MARKET PROGRAM



Establish a **web presence** that describes the Women's Market ambition



Go where the women customers are - participate/organize **events** to make a splash within segment



Launch **awareness raising and education** campaigns to support women in their journey



Build **the buzz** around the campaign and craft creative partnerships

Pre-Launch Tease & Create Buzz

- Create first-mover advantage – make a splash with the target women’s segments
- Create social media posts that teases launch and uplifts women
- Create blog posts and articles in major dailies on topics signaling importance of insurance for women. This could be done by releasing highlights from the market research on the status of insurance among women
- Announce new partnerships and collaboration as part of the IFC/insurer’s program. This can help with creating buzz



Launch Build Awareness

- Publish press releases through various channels
- Collaborate with the Regulator, Ministry of Women and other relevant stakeholders for the launch
- Launch women’s insurance program website/platform
- Launch women’s insurance solutions



Post - Launch Engage & Sustain

- Continually engage on social media
- Organize customer focused events and programs
- Build and announce partnerships
- Continue launching solutions and value-added services
- Activate mid/long term plans and announce their launch publicly
- Create ongoing newsletters, brand videos and stories of how women benefit from insurance

What is the insurer’s Women’s Insurance Program social media campaign hashtag?

Becoming The Brand That Women Recognize – And Trust

What is the insurer's Brand strategy?

How can the insurer become the brand that women trust and recognize?

Visibility

Ensure that the insurer's brand remains top-of-mind for women.

Presence

Maintain brand presence by positioning the insurer as a partner through life and at key touchpoints in her various everyday contexts.

Passion

Prove that the insurer is passionate about partnering with women — supporting them as they envision and reach their life goals.

Consistency

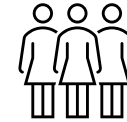
Embark on the journey to always deliver top-notch customer experiences, supported by an integrated marketing effort. This is not a one-off initiative.

Aspirations

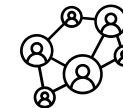
Remind women of who they want to be, where they want to go, and the lifestyle they want to live.

Strategic Women's Market Campaign

A **strategic women's market campaign** will aim to shift insurance knowledge, attitudes, and practices — and prime the market for new solutions. Campaign features should include:



- **Awareness programs highlighting women's issues** delivered via radio, video, and social media, and events
- **Networking opportunities** — for both business and social purposes
- **Empowering** women through the support of **mentors** and dedicated **advisers**
- **Men engaged** to support shift in understanding and attitudes



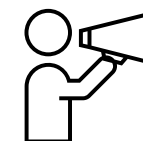
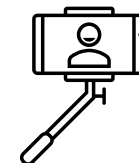
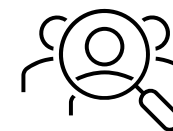
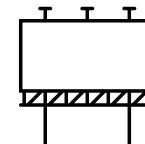
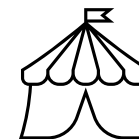
What is the insurer's entry point into the Women's Market?

Strategic Women's Market Campaign: Next Steps

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- **Decide on your launch plan:** standalone insurer event vs. event in collaboration with a partner (e.g., women's business organization)
- **Decide on the length of the campaign:** Begin the launch with a series of smaller teaser events (radio shows, social media campaigns, articles in the press, etc.), culminating in Launch Day; a lunch or evening where key partners, women customers and potential customers, advisors, and staff gather to embark on the journey toward redefining the standards for empowering women through the support of mentors and dedicated advisors
- **Leverage influencers:** See slides on Influencers (slides 9 and 10)
- **Engage men** to support shift in understanding and attitudes
- **Act Local/Think Global:** develop localized content but with wider, global appeal. See communication plan slide (slide 11)



What are the next steps for the insurer's Women's Insurance Program initiative?

The Importance of Internal & External Influencers **3**

- Influencers are individuals who have the **power to shift attitudes and purchasing decisions** due to their real — or perceived — authority, knowledge, position, or relationship
- Most of our influencers will be **everyday people** who have great knowledge and experiences in our desired area of focus, have cultivated a **positive personal brand** via social media, gaining above-average recognition in the women's market
- Influencers can also be accomplished professionals, business luminaries, and leaders drawn from the insurer's staff or business community, customer portfolio, women's business and professional associations, and community groups.

Leveraging External Influencers

- Select based on **brand alignment**, location, and audience demographics
- **Engage as collaborators** — seek their insights on approach and activities
- **Influencer relations** will be an ongoing process, not a one-off tactic — to remain top-of-mind, requires check-in, engagement via social media, celebrate their accomplishments, and promote their work, as appropriate
- Influencers will speak at events, **drawing audiences**, discussing hot topics, and **delivering key messages** (i.e join us on ... with... or afternoon tea with...)

Who are the insurer's influencers and brand ambassadors?

Creating the Buzz By Communicating on Social Media



'Buzz' isn't just created based on who is physically present in the room, but rather through the presence of key influencers, industry leads, staff/agents, notable women entrepreneurs, etc. and the messages they share to those not in the room

- **Social Media** is one platform through which those messages are spread
- Other ways of leveraging buzz is **through sponsorship and more targeted events and programs** that touch on women's issues and is able to easily reach more women (e.g., online media platform, etc.)

Having a well thought out approach, through social media/communication strategy can help define the objectives and goals of the campaign, as well as ways to create and sustain the momentum of the buzz. Therefore, the goal of the insurer's social media/communication strategy is two-fold:

- **Short-term strategy:** Highlight women entrepreneurs' needs and generate more awareness about the women's insurance program to women
- **Longer-term positioning:**
 - Position the insurer as a thought leader and 'Preferred Insurer' for women entrepreneurs and women in general. Garner visibility in the country's insurance market.
 - Help sell solutions (once approved by the Regulator)

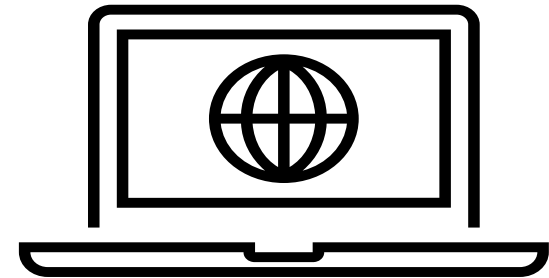
Primary channels

- TV shows, talk shows, entertainment segments
- Radio programs
- Social media, especially Instagram, Facebook, and YouTube
- Mobile phones

Alternative channels

- Market storms
- Panel discussions
- Grassroots campaigns
- Shopping fairs
- Knowledge talks
- Partnership with other relevant players to increase knowledge

Defining the Insurer's Platform Strategy



- Identify **target audience** based on the Customer Value Proposition (CVP) being launched
- Develop a focused **web-content strategy** relevant to the target sub-segment
- Develop and roll-out **social media strategy**
- Clearly articulate and establish strategy and goals of the **marketplace**
- Develop execution timeline, launch date, and start working toward those goal dates

Setting/Visualizing Goals and Ensuring Timely Deliverables

Tips for Agile Working

Find a wall in a room and separate into columns for each week of the month. Fill with post-its of tasks to be done. Everyday, revisit the tasks for the week and ask yourself:

- What have you done so far?
- What are you going to do today?
- What are the issues you are currently facing?

Program Manager should set the priority and high-level work/deliverables for the next few weeks. The core team should be asked to define tasks and ensuring its completion.

Every two to three weeks, sit together with the core-team to de-brief on

- What's going well?
- What's not going well?
- What can we do to improve?