

Virtual Training Session on Mass Media and Social Media Marketing for Insurance Business (CVT –MM&SMMIB) – 21st December 2021

Insurance companies have been using various mass media channels like print, TV and internet channels for promoting their products and building brand equity. In large measure, their efforts have been in the nature of one sided communication to a passive audience. Most, if not all, of the actual promotion and solicitation involved in insurance selling, has been through the direct efforts of sales intermediaries [like agents, corporate brokers, corporate agents.] and direct channel representatives of insurance companies. Advertising and other promotion activities played a useful role in supplementing the activities of the sales force.



The onset of Social Media, marks the beginning of a new era in integrated marketing and communication processes. Firstly, the digital age has given rise to a generation of millennial and Gen Z customers and prospects who seek for 'peak experiences' and are increasingly concerned with 'quality of life' issues. Social media involves a process in which people communicate and network with one another and create communities in digital space [what we call on line communities]. These networks and the activities of their constituents provide immense opportunities for marketers. On the one hand, by immersing in these networks, one can glean immense amounts of information on customers – the revolutions ushered by analytics and artificial intelligence in current day marketing is a testimony to the possibilities that arise. On the other hand, social media offers a powerful set of platforms for meaningful customer engagement – one that goes beyond 'connecting to customers' and includes 'connecting customers'. The Insurance Industry has still a long way to go towards exploring the vistas that are opening up in this regard.

The programme on 'Mass Media and Social Media Marketing for Insurance' has been designed to provide rich insights into the possibilities that are emerging for insurers in this new era, and the nuances involved in achieving more meaningful customer communication and engagement. Handled by experts in the field of communication, the programme would be very useful for all those who are involved in digital marketing activities in Insurance and other financial services.

COI has created '**Virtual Training (CVT) Rooms**' as a cost-effective mechanism for participants to equip themselves academically at their respective locations.

Programme Contents: The Programme aims to make the participants understand the following:

- ◆ The core of 'Communication': there is a reality and there is.....
- ◆ "Mass Media" and "Social Media" – the distinctions
- ◆ How "Social Media Marketing" differs from 'Mas media marketing'
- ◆ The nuances of marketing and customer engagement in social media
- ◆ What insurers can learn from global developments in new era marketing

Participants Profile: The programme would be useful for all insurance practitioners engaged in Digital Marketing activities in Insurance companies, intermediaries and other marketing units in insurance industry

Duration	Date	Time (IST)	Hours
One Day	21 st December 2021	10.30 hrs. - 18.00 hrs.	3 Hours

Course Fees: Rs.1770/- (Rs.1500/- + 9% CGST + 9% SGST)

How to enroll: [Click here for Registration](#) and for any help/queries please mail to college_insurance@iii.org.in

Certificate of Participation: Online Certificate in PDF format will be issued to all the participants.

Programme Coordinator: **Dr. S. Kutty, Faculty** (Email id: skutty@iii.org.in, Mob.no. +91 9167712575)

For enrolment and technical support call / whatsapp on	Name	Mobile No.	Name	Mobile No.
	Mr. Prashant Tare	+91 93719 70647	Ms. Shilpa Vaidya	+91 98691 54850
	Ms. Ashlesha Dalvi	+91 96642 69027	Ms. Tanuja S Jagavkar	+91 98203 90994
	Ms. Nilambari Bagde	+91 99208 83627		