



Poken and your business

Insurance

The insurance industry is all about building and nurturing solid relationships. Over years, the industry has had to tailor its products and services to meet the changing demands of its socio-demographic studies, weaving intricate, innovative offerings to satisfy their demanding clientele.

Relationship building is the cornerstone of Poken's technology. Its existence is owing to the rapidly changing landscape of human communication, managing the technologies that are commonplace and serving it all on a very simple platform, that is engaging, interactive and fun.

Poken can be the bridge between your Insurance client database and managing those relationships in an advanced, relevant manner. The Poken web platform will connect you to your clients habits, its social media diet, putting you in the driver's seat to communicate directly to the needs of your customers.

Simulated Case Study

Best deal Insurance is launching a new service that is targeting first time insurance buyers by hosting an orientation cocktail event at an upmarket hotel. Best deal engages Poken as its networking partner for the event.

Attendees are invited via a Facebook Event page created specifically for the launch, directing to Best Deal Insurance's website and Facebook Business Page.

Best Deal Insurance customises 100 Poken Sparks with their logo and branded lanyards and pre-loads the profiles of their Marketing & Sales teams, including their Facebook and Twitter profiles as well as Best Deal's Facebook Business Page.

Poken Sparks are given to all attendees of the event, which are an instant talking point of the launch. Attendees are excited to discuss Best Deal Insurance's new product targeting first time buyers, mainly a younger demographic and they are appreciative that an insurance company has made the effort to communicate with them via social media, networks which they use to communicate with each other on a daily basis.

No sales are made on the day of the event, as it was an orientation event, however, Best Deal

Insurance now has a definitive path to communicate with ALL attendee via Poken, as well as their wider network of peers, who are potential clients for Best Deal Insurance.

For More Information

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