

The role of marketing communications in improving the efficiency of insurance companies

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Abstract

Marketing of insurance organizations plays an important role in ensuring the stable operation of insurance organizations in the face of passive demand for insurance services, since it affects all areas of insurers' activities. Marketing communications help to promote insurance services, stimulate demand for them, activating the incoming cash flows of insurers. Classic insurance organizations can use marketing communications to form balanced insurance portfolios and strengthen their position in the market. This allows the Ukrainian insurance market to be freed from pseudo-insurance companies and pseudo-insurance operations.

Key words: insurance services, marketing communications, insurance market.

1. Introduction

Through marketing communications, insurers increase their ability to accumulate the financial resources needed to meet their insurance obligations.

The decisive factor in the formation of the marketing strategy of the insurer is the insurance market, the development of which requires a quick response from participants for a profitable and stable activity. Therefore, systematization and reliable knowledge of the insurance market in modern conditions of crisis trends are of particular importance for the success of the insurer.

The development of requirements for insurance products is the process of determining their properties that best suit the needs of policyholders and match the preferences of consumers in terms of the form of organization of the insurance product. [1]

This list includes:

- interest accepted for insurance (insurance objects);
- insured risks (insurance coverage);
- the price of the insurance product;
- additional services provided by the insurer, in addition to compensation for damage (legal services, repair of damaged property, etc.);

The ultimate goal of marketing communications in insurance in a narrower sense can be expressed by the following formula: "To find such policyholders who bring the company more than it is worth attracting and satisfying their existing insurance needs. It is the art of pleasing the client. while satisfying the owners of the insurance company. Consequently, marketing communications in insurance cannot be effective if they are not based on an analysis of potential and existing insurance markets. [2]

In the competitive insurance world, customers seem to have unlimited access to tools to help them weigh their options and make informed choices. Insurance marketing communications strategies should focus on impressing potential customers and outperforming competitors'

offerings; allowing insurers to make a profit.

To help insurers understand what can help them stand out on comparison sites, I've done a quantitative survey of opinions on the various factors that motivate people to subscribe. [3]

Table 1 below shows how the four main motivations for registration vary depending on the type of insurance.

	Life	Home	Vehicle	Travel
1	Free gift when you join			
2	Payment plan options	Payment plan options	Payment plan options	Payment plan options
3	Easy to understand terms and conditions			
4	Low deductible rates	Low deductible rates	Low deductible rates	Low deductible rates

Key		
Free gift when you join		
Payment plan options		
Easy to understand terms and conditions		
Low deductible rates		
Promise of a no claims bonus		
If a financial advisor recommended it		

Tbale 1

1) free gift

Using a free gift to promote your services is the most versatile motivator, as it is great for getting noticed and increasing your response rate.

2) Payment plan option

Competitive pricing will always be an important part of an insurance marketing strategy.

3) Bonus for no claims

With that in mind, it makes sense for vehicle and travel insurance marketers to highlight this in their marketing and, of course, make it visible on all comparison sites they post.

2 Overview

The paper examines the marketing communications methods in the practice of insurers and some tips that help insurance marketers increase responses on comparison sites.

3 Decision

In modern conditions of the development of market relations, many problems of the functioning of the insurance market are solved with the help of marketing communications, which gradually became the basis for organizing the activities of modern insurance companies. The main criterion for the effectiveness of the use of marketing communications and methods in insurance companies is the financial result, which is formed as a result of the competently performed work of the marketing service.

Reference:

- [1] Shumeiko V.M. Marketing aspects of insurance activities
- [2] Tips to help insurance marketers get more engagement on insurance websites. **E-source:** <https://www.fastmap.com/insurance-marketing-strategies-signup-motivations/>

4 Output

The modern theory and practice of insurance marketing is inextricably linked with the growing importance of communications, the role of which in the context of heightened competition in the market is increasingly becoming the basis for developing a marketing strategy for an insurance organization. At the same time, marketing communications, being a way of delivering messages to the target audience, are aimed at informing consumers about the insurance company and its products, and also form an attractive image of the insurance company.

- [3] Yudina N.V. A situational approach to advertising management