



Heroleads

INSURANCE DIGITAL EXPERT

ปฎิวัติธุรกิจประกันด้วย
การตลาดออนไลน์แบบมือโปร

WHO WE ARE

We are SEA's Leading Data-Driven
Performance Marketing Agency



BEST PERFORMANCE COMPANY 2017

By Google Thailand



MEDIA PARTNER

Google Premier Partner and
Facebook Blueprint



GLOBAL COOPERATION

Embracing our overseas network in
Southeast Asia, Europe and the
Middle East.









INSURANCE DIGITAL MARKETING BEST PRACTICE

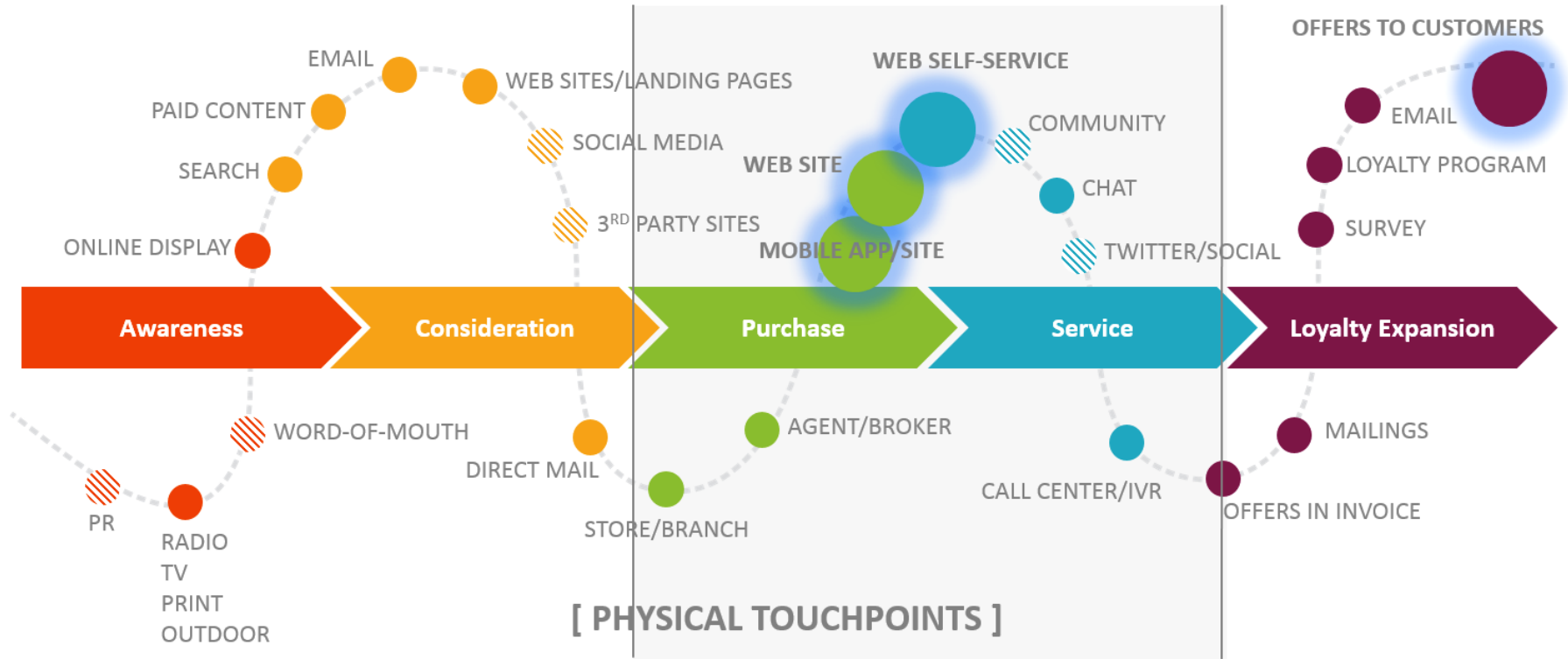


ตัวแทนประกัน
Salesperson



Get Found > Get Noticed > Get Leads

[DIGITAL TOUCHPOINTS]



MANAGED TOUCHPOINT

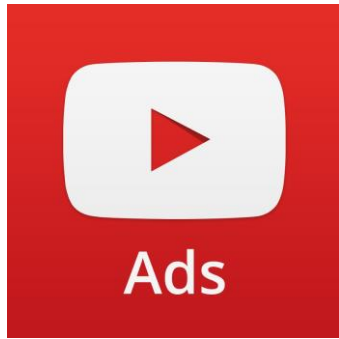
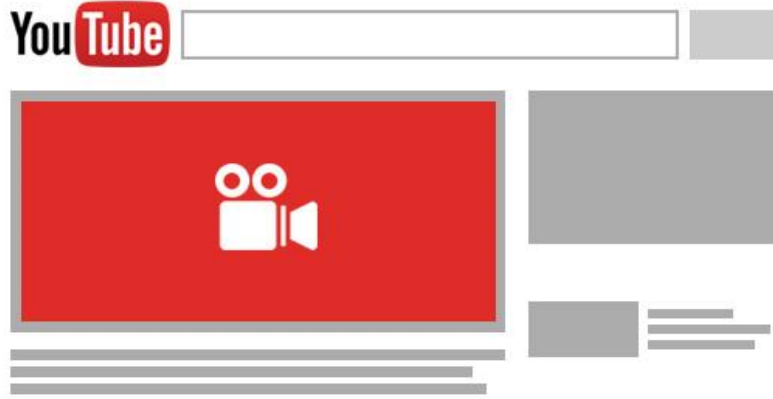
EARNED TOUCHPOINT



AWARENESS

ทำให้เป็นจุดสนใจ ทำให้รู้จักเรา

Awareness: ทำให้เป็นจุดสนใจ ทำให้รู้จักเรา





Insurance company







georgiana_boboc • Follow
Paris, France

georgiana_boboc Throwback to my project with Axa who launched a campaign #cacomptepourmoi in order to help collectors take good care and insure their beloved things. You know by now that hats are so precious to me. I cannot put into words how unique a hat makes me feel. Thank you to all the lovely team behind this dedicated work 💙



Un petit rappel de mon projet avec Axa qui à lancé une campagne pour aider les collectionneurs passionnés comme moi à bien assurer leurs biens. Vous le savez, j'aime tellement les chapeaux, je n'arrive pas à exprimer à quel point je me sens spéciale quand je les portent. Merci à toute l'équipe pour ce travail et pour



3,329 likes

JULY 4, 2017

Log in to like or comment.





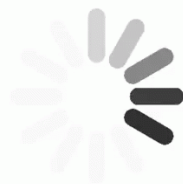
ROOT Car Insurance



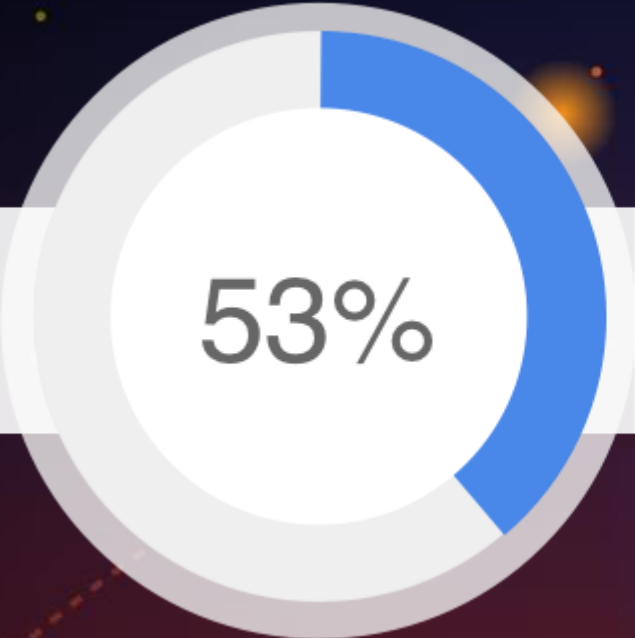


CONSIDERATION

โน้มน้าวให้ตัดสินใจซื้อ



Loading



53%



of all mobile website visitors abandon the site, if the page load time is [longer than 3 seconds](#)





If people have a negative experience on mobile, **they're 62% less likely to purchase from you in the future.**

No matter how beautiful or data-driven your marketing campaigns are.

LOW COMMERCIAL INTENT

do i need renters insurance

About 27,000,000 results (0.70 seconds)

So, to protect your belongings in case of fire, theft, or damage, you **need** your own policy, called an HO4 or **renter's insurance** policy. (Unless, of course, you have the funds to replace everything yourself!) You also **need** liability coverage for damages caused by negligence. ... **Renter's insurance** would cover those costs.

Do You Really Need Renter's Insurance? - The Muse
<https://www.themuse.com/advice/do-you-really-need-renters-insurance>

People also ask

- Is it required by law to have renters insurance?
- Do you have to have renters insurance?
- What is the main purpose of renters insurance?
- Is it important to have renters insurance?

Do You Really Need Renter's Insurance? - The Muse
<https://www.themuse.com/advice/do-you-really-need-renters-insurance>

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4 Common Myths About Renters Insurance | Personal Finance | US ...
<https://money.usnews.com/money/.../09/.../4-common-myths-about-renters-insurance>

Sep 12, 2013 - Since all rental properties are susceptible to a variety of damages, whether it be fire, theft or even a broken kitchen appliance, many experts say there isn't a scenario in which a **tenant should go without renters insurance**. But it is important to weigh the associated costs, both monetary and sentimental.

HIGH COMMERCIAL INTENT

buy renters insurance

About 17,300,000 results (0.68 seconds)

Buy Renters Insurance Now | Starting at \$5/month | lemonade.com
www.lemonade.com/Renters/Insurance+._Buy

Join Lemonade's Renters Insurance Today & Get Covered in 90 Secs, Sign Up Now! 3 Minutes To Get Paid. No Commitment. Killer Prices. 90 Seconds To Get Insured. No brokers, No fees. **Insurance coverage:** Home Owners, Renters, Condos.
Renters Insurance - from \$5.00/mo - Insure your content - More >

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Join Today!

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www.jetty.com/get-covered

Renters Insurance covers more than you think. Get a fast, free quote instantly. No Fees & No Brokers. Get a Quote. No Commitments. Learn More. Quotes in 60 Seconds. Easy to Use.

Renters Insurance | ROOM8 | room8renters.com
www.room8renters.com/

Protect your belongings: TV, laptop, bike, secret collection of ceramic unicorns

Cheap \$8 Renters Insurance | Rates As Low As \$7.99/Month
quotes.insure.com/Home/Renters

Lower Your Monthly Insurance Payment With Cheap Rates From Top Carriers Near You

Renters Insurance Quote - State Farm®
<https://www.statefarm.com/insurance/quotes/renters-quote>

Get a **renters insurance** quote from State Farm with our simple online tool. How much does **renters insurance** cost? ... **Buying State Farm Tenants Insurance.**

How to Buy Renters Insurance - ValuePenguin
<https://www.valuepenguin.com/how-buy-renters-insurance>

Every renter should consider purchasing **renters insurance**. This walkthrough helps tenants choose the right policy before they **buy one**.

buy renter insurance

ALL SHOPPING NEWS IMAGES VIDEOS

Buy Renters Insurance Now | Starting at \$5/month | lemonade.com
www.lemonade.com/Renters/Insurance+._Buy

Join Lemonade's Renters Insurance Today & Get Covered in 90 Secs, Sign Up Now! 90 Seconds To Get Insured. 3 Minutes To Get Paid. No Commitment. Killer Prices. No brokers, No fees.

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Renters Insurance Quote | State Farm® | stevemartininsurance.net
www.stevemartininsurance.net/Renters

Call Your Local State Farm® Agent Steve Martin For A Free Quote! We Speak Spanish. Insurance

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Hold the phone. Quote online and you could get an
instant 12% off your price.

Select a Product to Start an Insurance Quote



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Metromile

October 13, 2015 · 🌐

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Traditional car insurance isn't fair to low-mileage drivers. If you drive under 200 miles per week, switching to Metromile could save you over \$500/year!
#PayPerMile



**FIXED CAR
INSURANCE
RATES
DON'T MAKE
SENSE.**

Pay for insurance by the mile with Metromile.

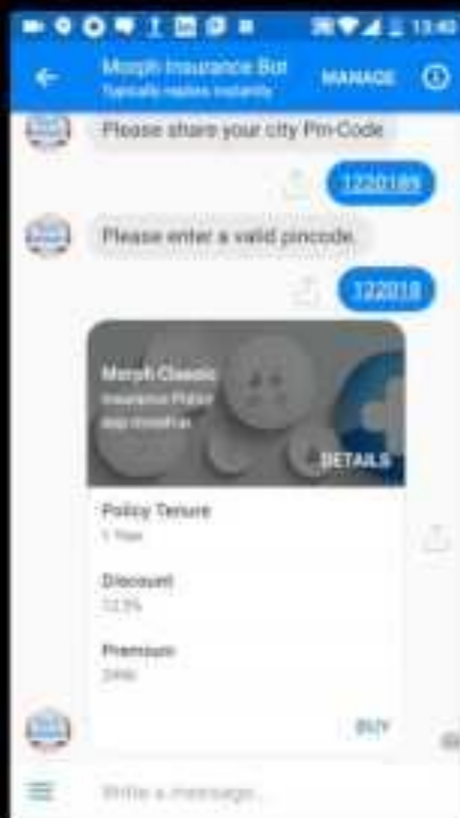
Start your 3 minute quote! >>>

WWW.METROMILE.COM

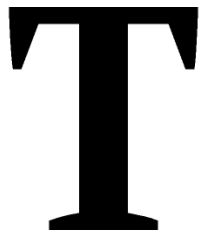
Sign Up

metromile

Car insurance company



— CONSIDERATION: โน้มน้าวให้ตัดสินใจซื้อ



ข้อความกระตุ้น
(Copy)



โฆษณาตรงจุด
(Ads Text)



ตรงกลุ่มเป้าหมาย
(Right Audience)



ช่องทางในการสื่อสาร
(Channel)



เครื่องมือที่ถูกต้อง
(Tool)



LOYALTY

ทำให้เค้ารักและอยู่กับเรา



"...AN INDISPENSABLE SILENT PARTNER..."

David Schmahmann
Lawyer, Company Owner
Weston, MA



Howes Insurance Group's management of my personal, professional, and commercial insurance needs for over thirty years has been steady, resourceful and reliable. In one instance I discovered after a fire in a Back Bay building that I had coverage for lost revenues I hadn't even thought to ask about. Greg and his team are knowledgeable and thorough, and they sweat the details so that I don't have to – which makes them an indispensable silent partner in all my business ventures and family needs.



Recommendations and Reviews

 Recommended by 106 people



Extremely helpful staff quick processing of the claim. Very impressive and 👍 keep up the great work.... [See More](#)



October 22



Really amazing service unbelievable within time.



October 24



I was planning to purchase this insurance for my car but they don't have any proof of their 100% cla... [See More](#)

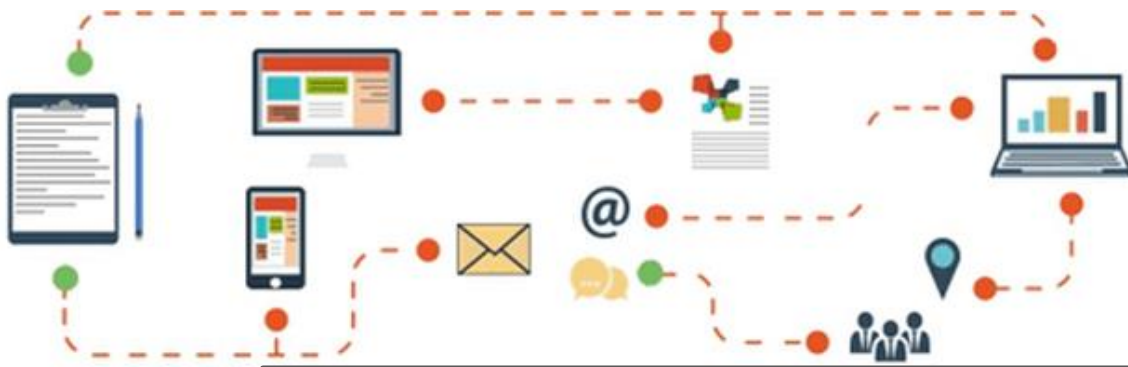


October 4

trōv

On-Demand Insurance





Insurance coverage for
your car, motorcycle,
and much more



Crate&Barrel

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It's our biggest sale of the year.

Up to **60% off** Winter Clearance

Save on select holiday entertaining, dinnerware, drinkware, cookware, pillows, rugs and furniture, including markdowns on furniture floor samples and one-of-a-kind items.* While quantities last. **Shop now** ▶



What's new with
our other brands



Get Social
with Us



ADVOCACY
ทำให้เค้า..
เป็นพวกเดียวกับเรา





PERSONALIZED MARKETING

Demographics



Location



How do they become successful?

เคล็ดลับความสำเร็จบนออนไลน์

01 เข้าใจพฤติกรรมออนไลน์

DIGITAL CUSTOMER JOURNEY

The entirety of digital channels that customers use to search and find information about products and services

02 สื่อสารในสิ่งที่อยากฟัง

DIGITAL USER EXPERIENCE

All content on the web that customers come into contact with in connection with a brand or product

03 เข้าถึงความต้องการ

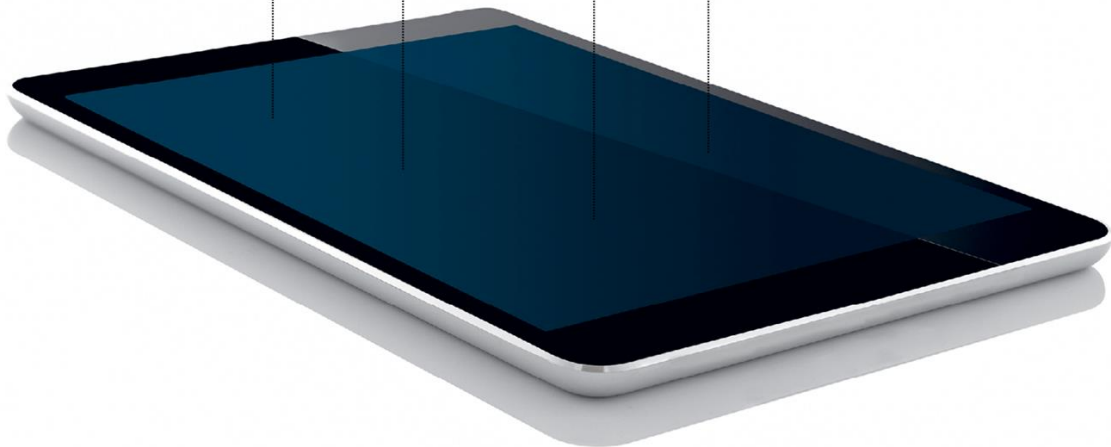
DIGITAL TOUCHPOINT MANAGEMENT

The organization of customer touchpoints with the products and brand on the customer journey

04 เลือกช่องทางที่ถูกต้อง

OMNI-CHANNEL MANAGEMENT

The bundling of all sales and communication channels to optimize the customer experience and the company's success



Disrupt
or
Be Disrupted

