

ICMG

Inter-Company Marketing Group

SOCIAL NETWORKING SURVEY 2011

9 of 10 Say Social Networking Means Business, ICMG Insurance Industry Survey Finds

Insurance executives view social networking as important, but are still relying on personal contact with their peers to check references on people they might do business with in the insurance industry, according to a sample of insurance professionals conducted by Inter-Company Marketing Group (ICMG).

The sample of 146 insurance executives showed that 89 percent called social networking (using technology tools such as LinkedIn, Twitter and/or Facebook) somewhat important, important, or critically important. But it also found that the most common ways to research a peer or a company are search engines and contacting a colleague who may know the person or company.

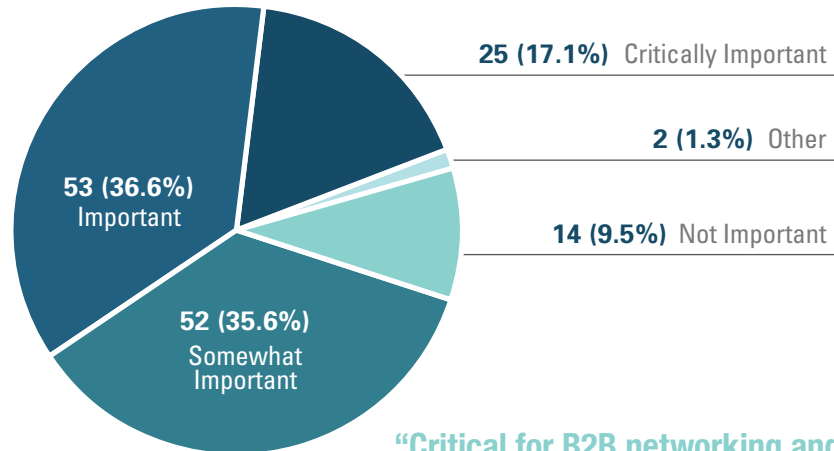
Insurance executives are highly mobile: Smartphones and laptops/notebooks are used by more insurance professionals, and more frequently, than desktop computers among those surveyed. The survey found that 8 of 10 industry executives are going online on a daily basis using a smartphone.

Complete results follow. For more information, contact ICMG (info@icmg.org | 703-729-7701) or visit www.ICMG.org.

How important do you believe social networking (using technology tools such as LinkedIn, Twitter and/or Facebook) will be in your business in the next two years?

Total Responses: 146

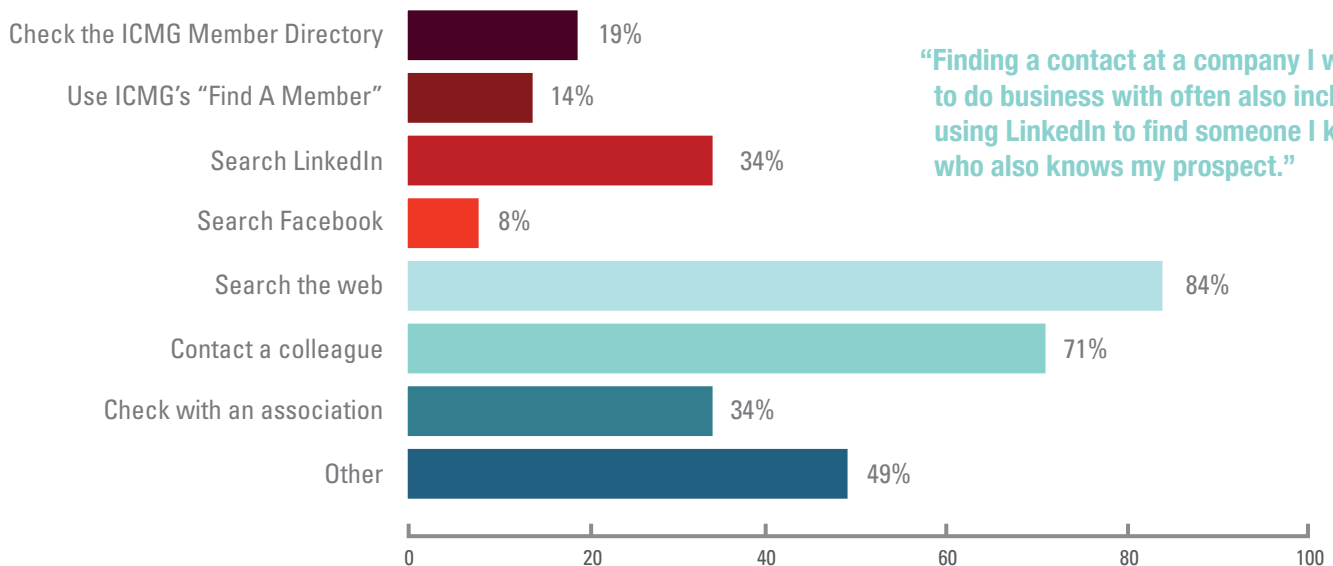
“I have not used it yet, but I think I will have to use it in order to expand my client base and stay in contact with others.”



“Internet helps exchange ideas and background information which is beneficial for both the employers and prospective employees.”

“Critical for B2B networking and referrals. Managing online recommendations and reputation will be important to all financial services professionals, especially insurance.”

How do you research a peer or a company you might want to do business with?
(check all that apply)



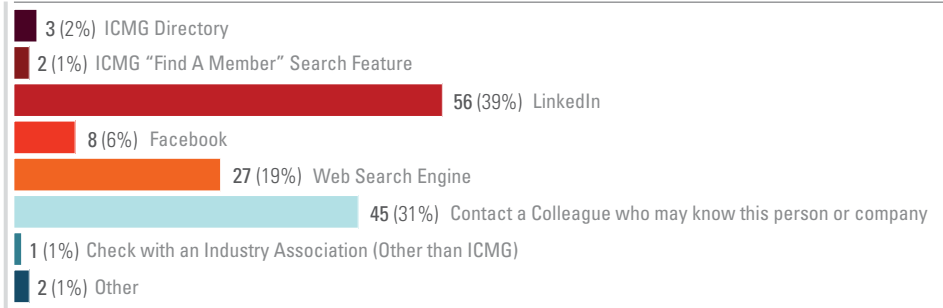
“Finding a contact at a company I want to do business with often also includes using LinkedIn to find someone I know who also knows my prospect.”

“Being in business for 25 years I have accumulated many a name and made many friends. Have found many of these people calling me to ask about people, do I know them etc. I do the same. Often easier to get a personal reference.”

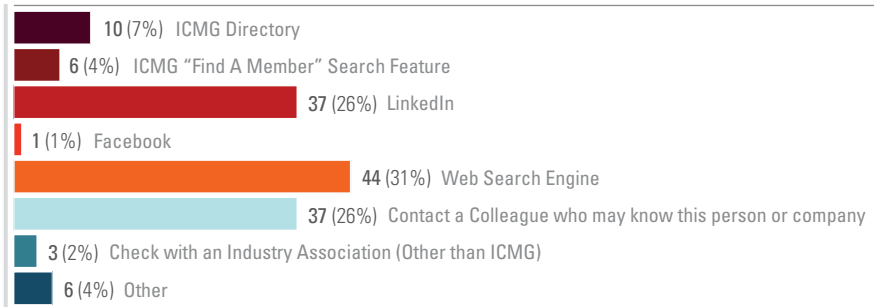
What's the best resource to:

Find a colleague you once worked with but haven't been in touch recently?

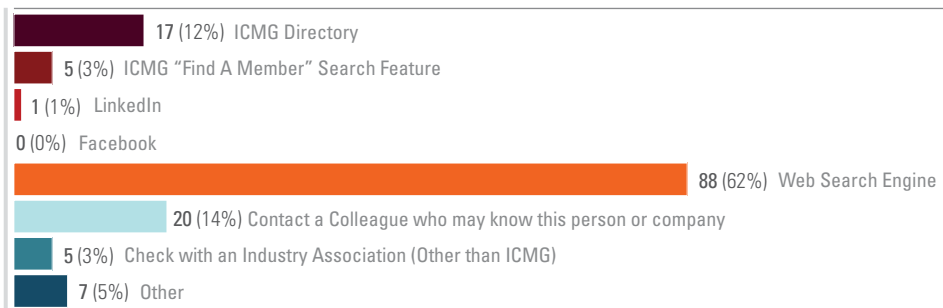
"I use LinkedIn for business research and Facebook more for college/friend research."



Find a contact at a company you want to do business with?



Search for a company that offers a specific product, distribution, or other service I'll need.



About social networking for business

"It's great for awareness and brand advertising."

"How do I make it work to generate business?"

"It's good for awareness, okay for light communication but lousy for research. Not so good for conducting business."

"I have much to learn about it in order to maximize its effectiveness. Maybe the subject is worthy of a breakout session at the next ICMG annual meeting?"


"Has not had significant impact in business I am in but it will grow."

"The biggest struggle for me is seeing how insurance and business applications will fall into Facebook and Twitter."

How often do you use the following devices online?

	Never	A Few Times a Month	A Few Times a Week	A Few Times a Day	Many Times a Day
Laptop/Notebook	6 (4%)	7 (5%)	13 (9%)	15 (10%)	102 (71%)
Desktop Computer	38 (28%)	7 (5%)	14 (10%)	9 (7%)	70 (51%)
Blackberry/Smartphone	16 (11%)	4 (3%)	8 (6%)	13 (9%)	100 (71%)
iPad	89 (75%)	1 (1%)	8 (7%)	7 (6%)	14 (12%)

"I plan to get an iPad soon, and expect I will use it several times a day once I do."



ICMG (Inter-Company Marketing Group) is a nonprofit association that fosters insurance industry strategic alliances. Among ICMG's members are marketing and business development decision-makers with insurance carriers, reinsurers, distributors, third-party administrators, service providers and other related companies.

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