

THE ADVISOR
INSURANCE BROKER AWARDS

2023

A Marketer's Guide

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WHAT ARE THE ADVISR INSURANCE BROKER AWARDS?

Businesses are increasingly heading online for all their business needs, including finding an insurance broker. The Advisr Awards celebrate those insurance brokers and brokerages who are showing the industry how to build trust online.

Practically they:

- share insightful content and original thought leadership
- build customer reviews and testimonials online, and
- maintain a professional and active profile on Advisr, LinkedIn and elsewhere online.

The awards recognise insurance brokers and brokerages in 10 categories. In each category, the winners are those who are committed to educating businesses, servicing customers, building trust and providing help to the business community through online channels.



WHY SHOULD YOUR BUSINESS ENGAGE?

Key outputs of engagement
with the ADVISR Awards:

01

Increased social media activity
across your network

02

Lift in online review count across your
network

03

Build industry recognition of your brand
and lift the profile of key staff



WHY SHOULD YOUR BUSINESS ENGAGE?

Young Insurance Professionals (YIPs) Australia & ...
4,616 followers
2w • Edited •

Hey YIPs Insurance Brokers! Do you:

- ✓ Post on social media?
- ✓ Write a blog?
- ✓ Or ask for reviews?

Then the Advisr Awards are for you! Advisr wants to recognise the most innovative, customer-centric brokers, and YIPs members fit the bill.

Nominate or apply now. Entries close this week: https://lnkd.in/gBR_TevJ

#insurance #insurancebroker #industryawards #yips

ADVISR Insurance Broker Awards

You and 9 others

Reactions

1 comment

Ausure
1,151 followers
1d •

Ausure is excited to be crowned as one of the 'Top Authorised Representative Networks' for 2021 by Advisr.

"We are honoured and excited to be recognised as one of Australia's leading AR Networks. Ausure is committed to providing our brokers the tools and ongoing support to help them succeed. Winning this award reinforces that we are doing things right and to continue on our evolution journey..."

Scott McCarthy, CEO of Ausure
#ausure #wecare #insurancebrokers

Advisr
889 followers
1d • Edited •

Congratulations to all the winners in the 2021 Advisr Awards!


The winners announced today are leading the way in building a great digital presence and deserve to be recognised as the most innovative and customer-centric brokers in the insurance broking community.

Thank you to all who participated in the 2021 Advisr Awards!

Click the photo to find out who the winners are!

<https://bit.ly/30N7rUT>

#AdvisrAwards2021 #awards #insurancebrokers



Advisr Insurance Broker Awards 2021 | Winners Announcement - by Andy Jamieson
advisr.com.au • 2 min read

1 comment

Community Broker Network
2,994 followers
1w • Edited •

Please join us as we congratulate and acknowledge some of our incredibly talented and successful Authorised Brokers within our network who have been announced as finalists for the #Advisr Insurance Broker 2021 Awards!

New South Wales
Amanda Morris, ARMA Insurance Brokers Hunter Valley Pty Ltd

Queensland
Natalee Beadman, CoverMe Insurance Solutions

Western Australia
Frans du Plessis, Grace Insurance Brokers
Oliver Whittingham, Matrix Insurance Group

Victoria and Tasmania
Abbie Wilson, National Insurance Brokers
Petara Tanuvasa, Silverback Insurance Pty Ltd
Laura Meyer, MeyerInsure

Top Specialist Broker
Petara Tanuvasa, Silverback Insurance Pty Ltd
Abbie Wilson, National Insurance Brokers

Top Authorised Representative Network
Community Broker Network

Top Authorised Representative
Amanda Morris, ARMA Insurance Brokers Hunter Valley Pty Ltd


Top Small Brokerage
National Insurance Brokers

People's Choice
Laura Meyer, MeyerInsure

#weachieve #AdvisrInsuranceAwards #finalists

<https://lnkd.in/g4ErtPsE>

BROKER AWARDS 2021 FINALISTS



Austbrokers SPT
299 followers
23h • Edited •

We are proud to announce Austbrokers SPT are the winners of this Year's 2021 Advisr Awards for Top Medium Brokerage!

The overall winners, announced this week, have excelled in their contribution and are recognised as industry leaders and pioneers in engaging online.

The recognition is through thought leadership, professionalism online and engagement in online channels, whether through social media, webinars or through other innovative means.


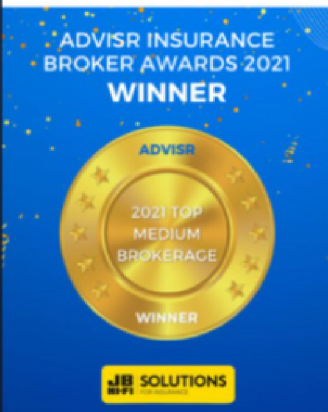
This is a true testament to the calibre of people that make up SPT.

It's the wealth, knowledge and years of industry experience combined that make SPT the success it is today!

Well done to our team for leading the way.

Thank you to Advisr for this award.

#innovation #leadership #austbrokers #austbrokersspt #industryleaders #thankyou



MGA Insurance Group
989 followers
4d •

MGA is proud to announce that Ben Hanson (MGA Canberra) has been selected as a state finalist for the ACT in the Advisr 'Top Insurance Broker' awards and that the MGA Insurance Group has also been shortlisted as a finalist in the 'Top Authorised Representative Network' category. Congratulations goes to all finalists

#insurance #insuranceindustry #insurancebrokers #network #advisrawards2021

Advisr
889 followers
1w • Edited •


Congratulations to all finalists in the Advisr Awards 2021, powered by JB Hi-Fi!

With a record number of nominations, the Advisr Awards Finalists recognise the insurance broking industries best and brightest. Those who go above and beyond to assist customers. Those that are looking to share and educate the market. Those that are consistently building their digital presence. Congratulations again to the finalists of the Advisr Awards 2021, powered by JB Hi-Fi.

Find out your names here:
<https://bit.ly/30sdYnd>

#advisrawards2021 #insurancebrokers

ADVISR INSURANCE BROKER AWARDS 2021 FINALISTS



Advisr Insurance Broker Awards 2021 | Finalists Announcement - by Andy Jamieson
advisr.com.au • 1 min read

4 comments

PEOPLE'S CHOICE AWARD



Goal:

Kick start your online reviews strategy



What is the award?

Awarded to the Insurance Broker with the most public support from their colleagues and clients as revealed in the public leaderboard. A fun award for brokers and ARs with great strategic benefits.



How to win:

Get the most votes. Encourage your team to share their profile with their network and ask them to vote.



Strategic Outcomes:

1. **Winning** - thereby raising your brand's profile in industry
2. **Reviews Generation** - Every voter is prompted to leave a review.
3. **Customer Engagement** - strengthening relationships and customer loyalty



Andy Jamieson

Send Message



Typically replies within a day

0411 487 054

Andy Jamieson 3216 views

★★★★★ 4 reviews

Write a Review

Vote for me!

Thanks for visiting Advisr to find an insurance broker that is right for you. My name is Andy, and I am the founder and CEO of this Australian platform connecting businesses with an insurance broker they can trust. At Advisr you can search by category or by location to find the best insurance broker for you. Simply head to the "Find Insurance Broker" menu. On the profile of

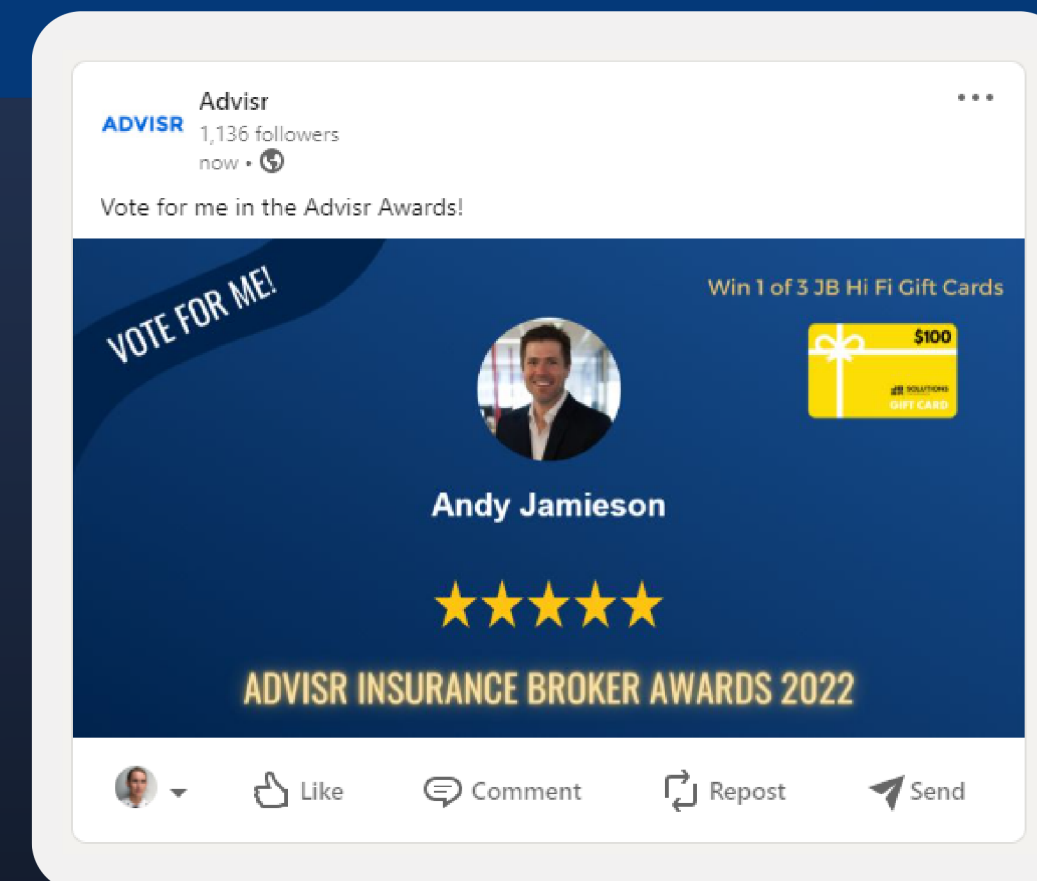
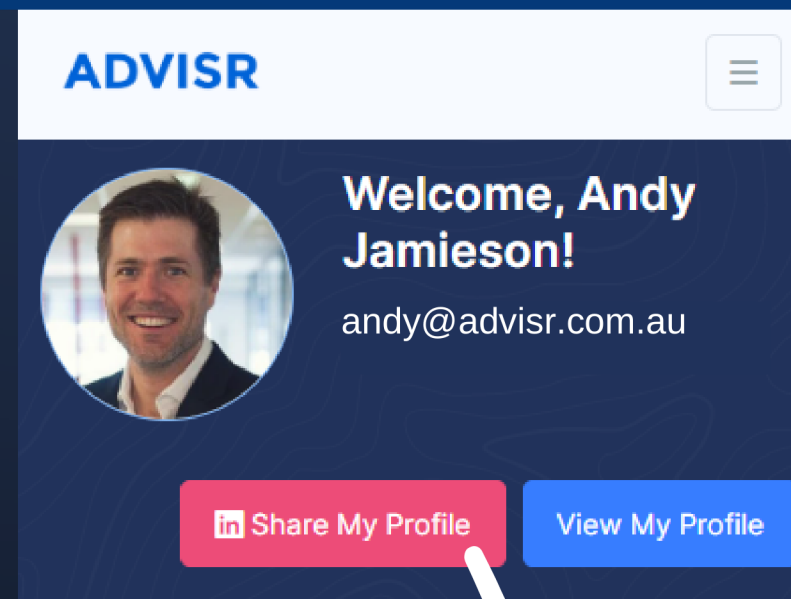
Read More >

PEOPLE'S CHOICE AWARD





Tools you can use:

1. **Prize** - motivate your network to vote for you by letting them know they'll be in the running to win a \$100 JB Hi Fi Gift Voucher.
2. **Profile Share Tool** - We've created a "Vote for me" custom graphic for every broker or brokerage in your team to use on social media. Brokers can login to find their "Share my profile" button.



FAST STARTER AWARD

 **Goal:**
Move to action those team members considering getting active with content marketing and on social media

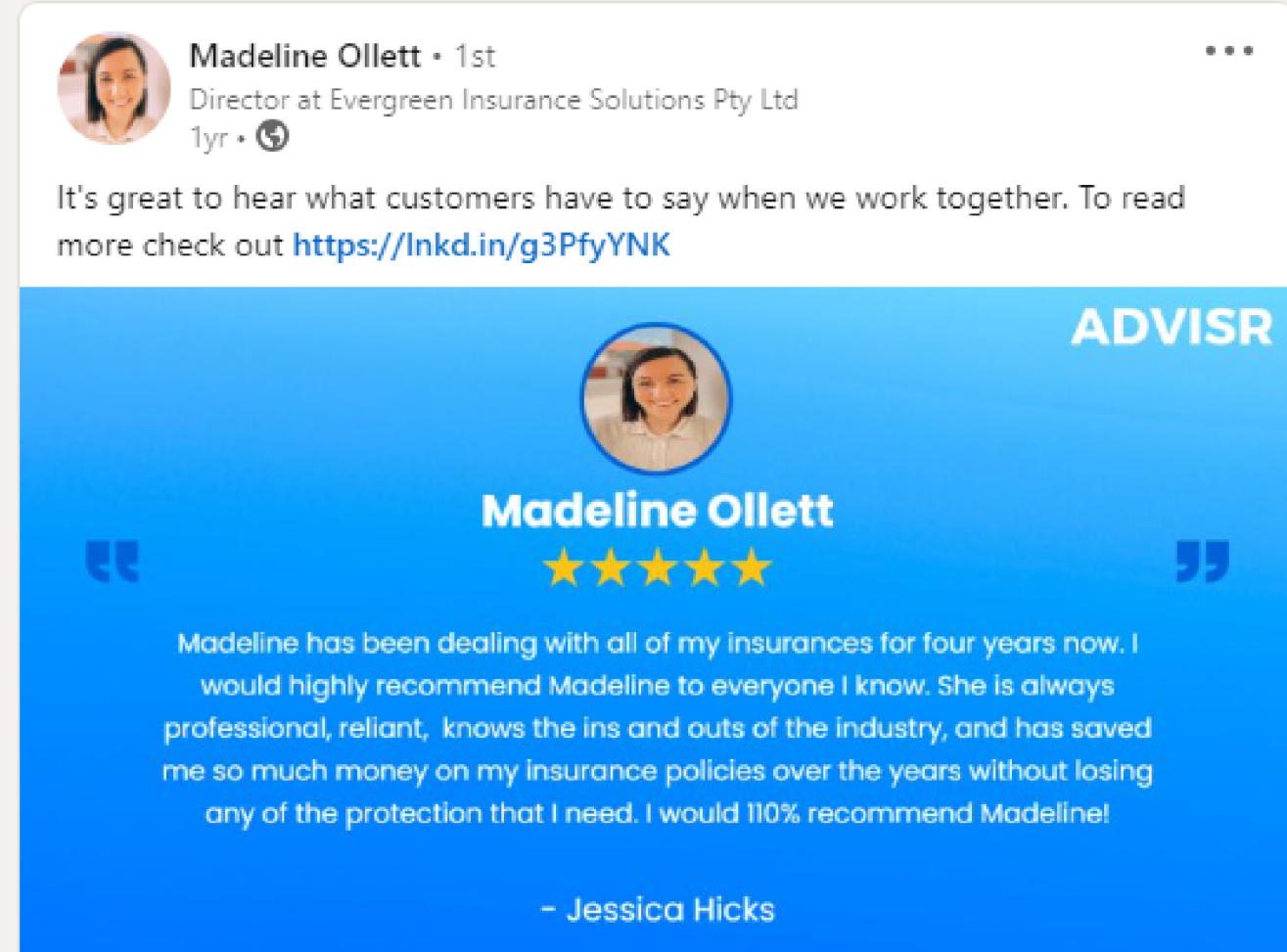
 **What is the award?**
Awarded to the insurance broker or AR who is taking their first steps with content marketing and social media and going full steam ahead.

 **How to win:**
Get active on social media. Use Advisr's suite of social media sharing tools and content marketing tools.



Strategic Outcomes:

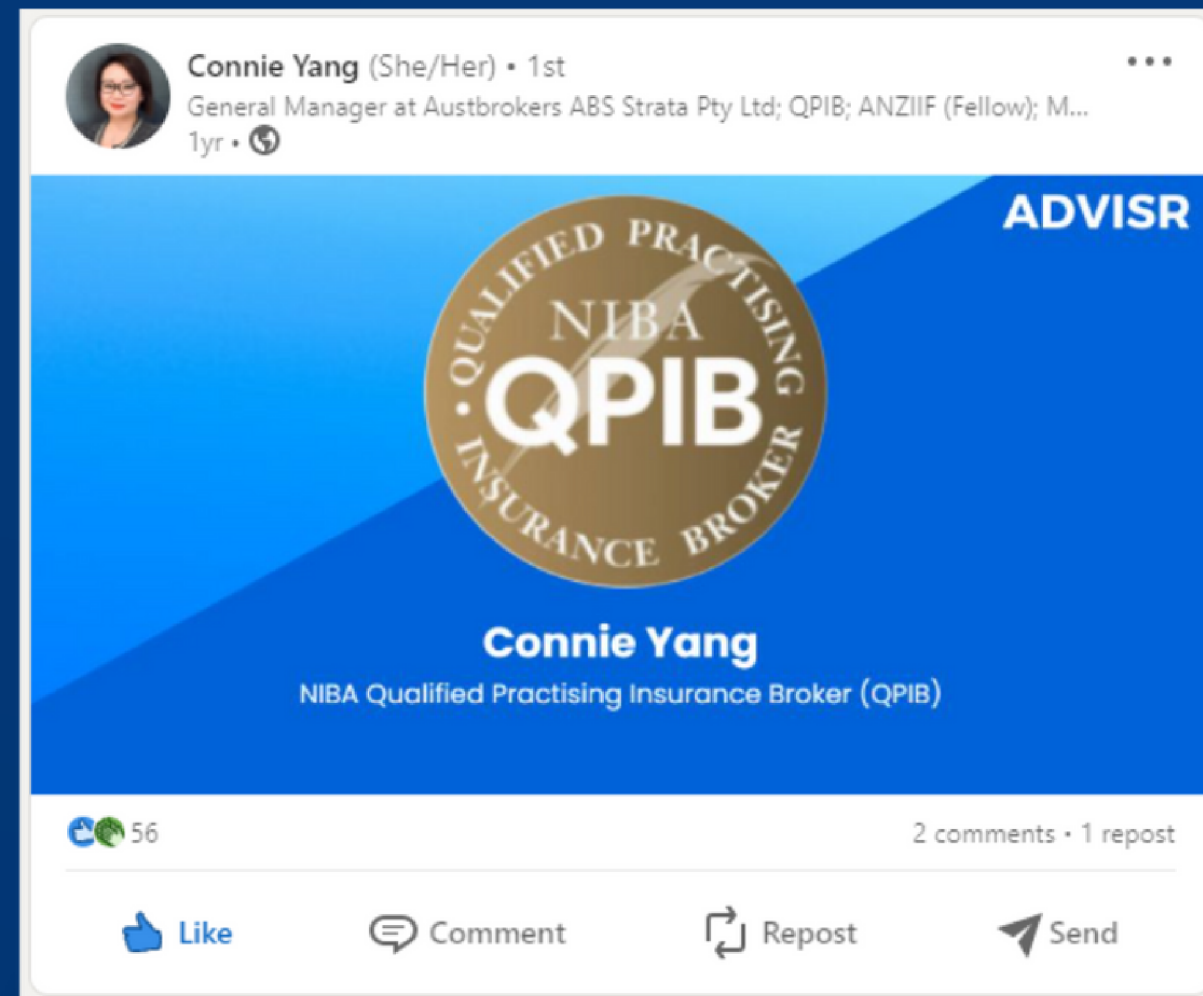
1. Increasing social media activity of team members who are not yet posting regularly.
2. Upskilling your team in their digital marketing skills.



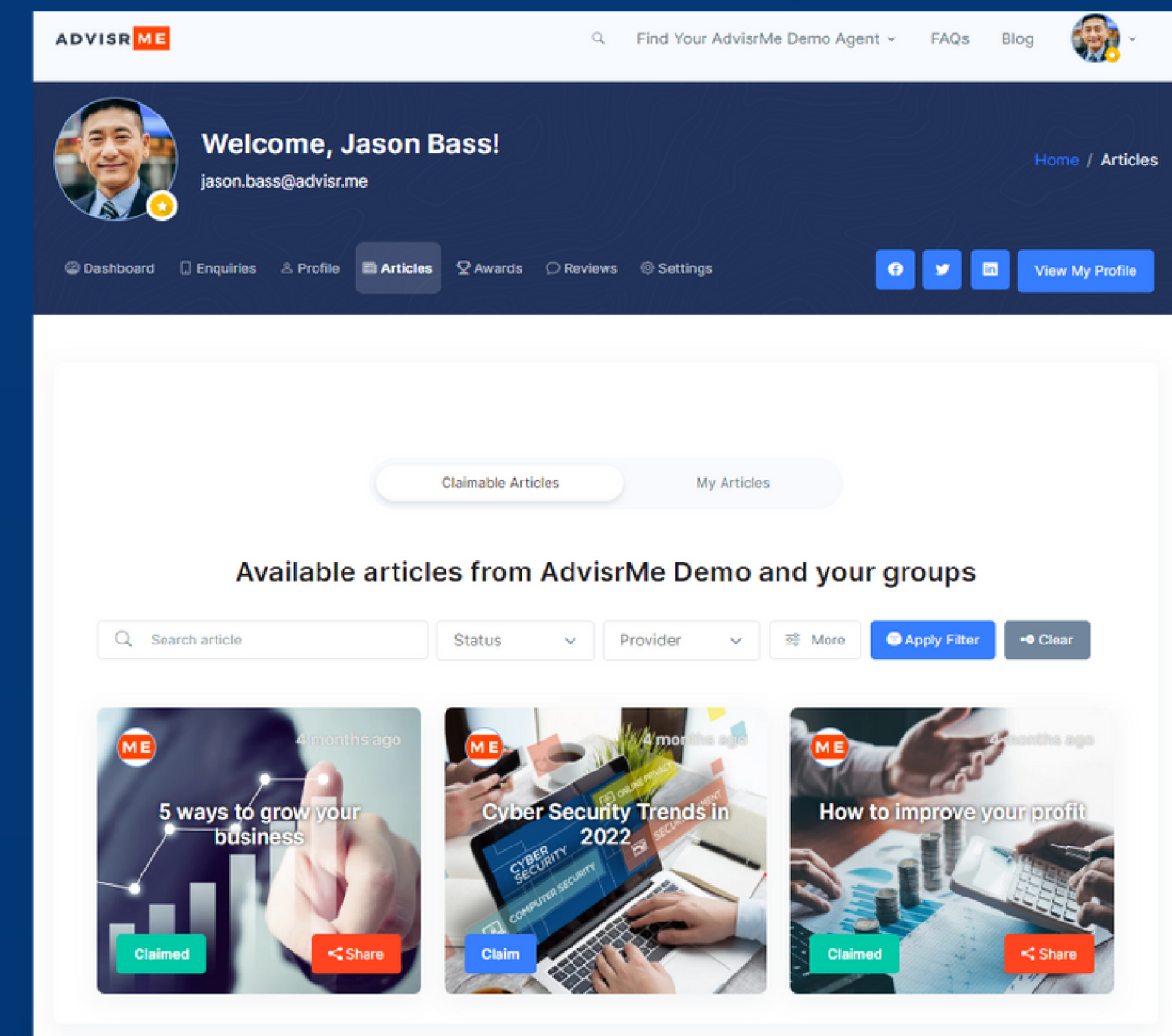
FAST STARTER AWARD

Tools you can use:

1. [ADVISR Social Media Tools](#) - available to all brokers. Including templated Reviews and Awards sharing to LinkedIn. Read more [here](#).



2. [Network Content Sharing Function on Advisr](#) - post your branded content on Advisr to be claimed and shared by your team or members. [Reach out to activate](#).



BROKERAGE AND NETWORK AWARDS



Goal:

Increase social media activity and review count across your team



What is the award?

The brokerage and network awards are awarded in three different categories, Top Small Brokerage (under 20 staff), Top Medium Brokerage (over 20 staff) and Top Authorised Representative Network who clearly embody a commitment to helping their brokers educate their clients, listen to customers, build trust and provide help to the business community, primarily through online activities.



How to win:

Add your members to ADVISR, activate your members to ask for reviews and share educational content to ADVISR, LinkedIn and other social media.

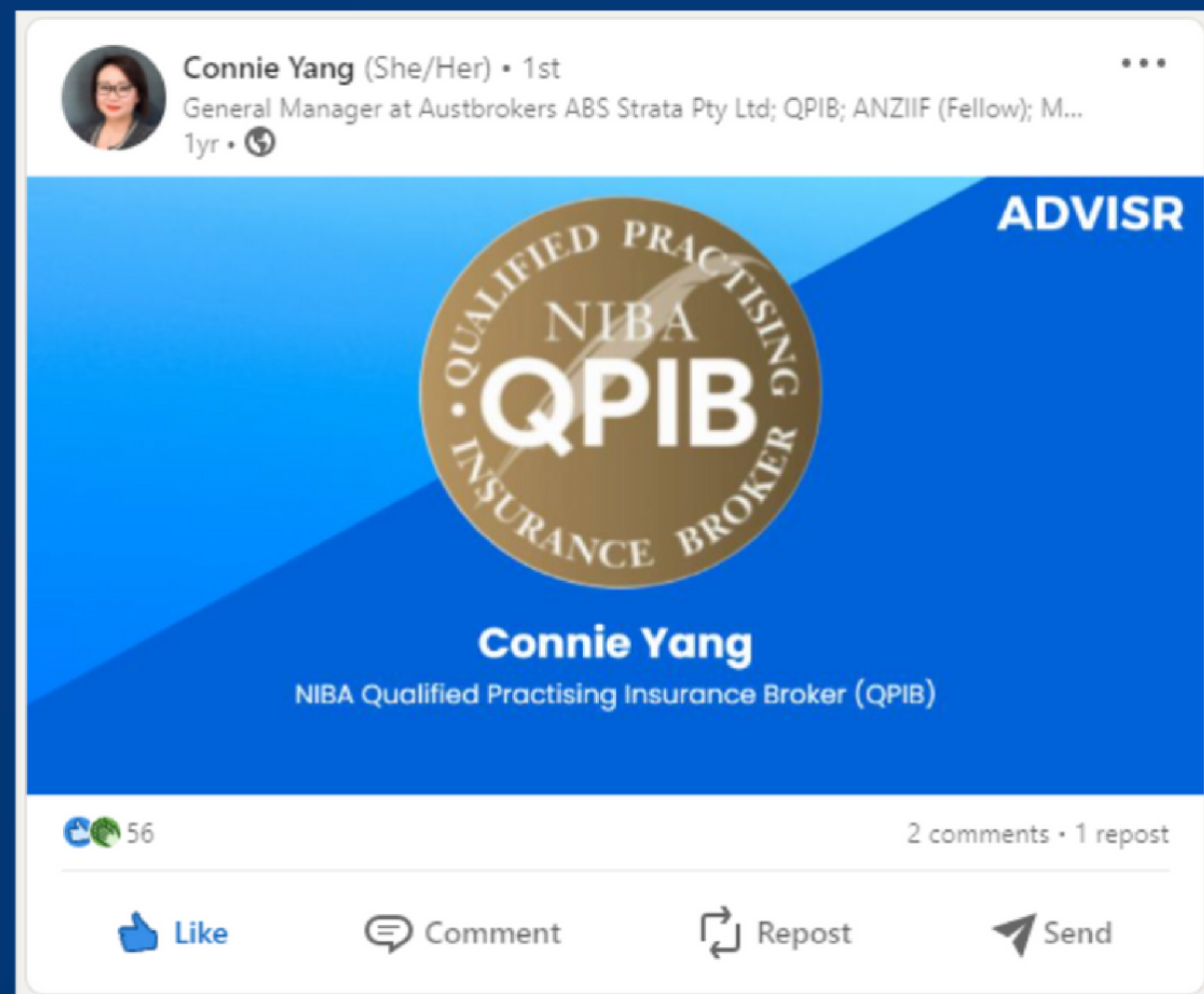
Strategic Outcomes:

1. **Winning** - thereby raising industry profile of your brand as leaders in innovation
2. **Increasing social media activity** of team members
3. **Upskilling your team** in their digital marketing skills
4. **Maximising your brand's visibility** and “real estate” in front of ADVISR’s audience of almost 100k per annum

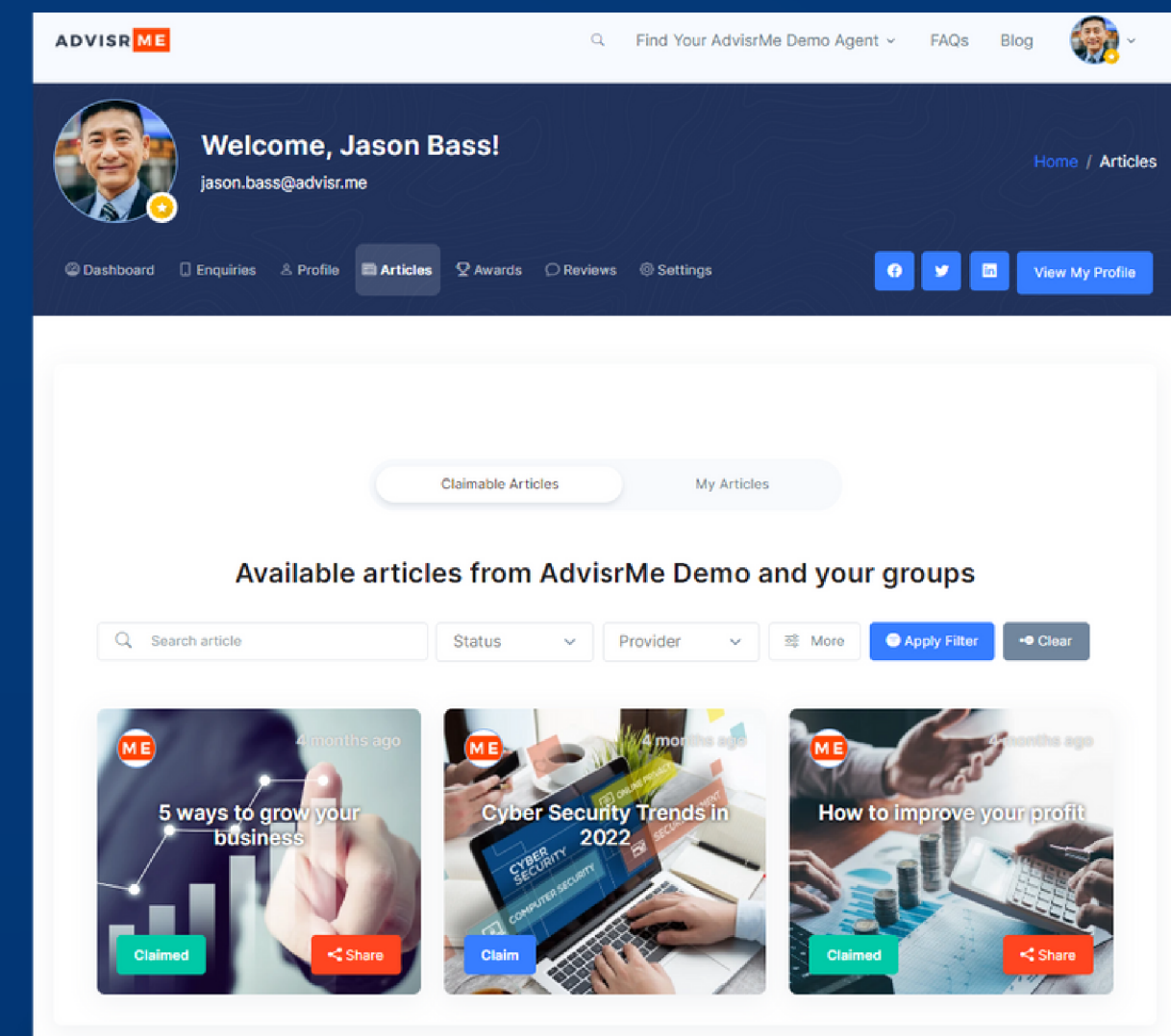
BROKERAGE AND NETWORK AWARDS

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APPENDIX

Resources to share with your teams
about how to get involved in the
Advisr Insurance Broker Awards, 2023

01

How to win the People's Choice Award

02

How to win the Fast Starter Award

ADVISR



www.advisr.com.au



support@advisr.com.au

Feel free to reach out if you
have any questions.

HOW TO WIN THE ADVISR PEOPLE'S CHOICE AWARD

The **People's Choice Award** is awarded to the broker or AR with the most votes. Ask your colleagues, friends and clients to vote for you by heading to your Advisr profile and clicking on the "Vote for Me!" button.



 Vote for me!

Post to LinkedIn

Use the ADVISR integration to share your custom "Vote for Me" graphic to LinkedIn. Login and click on the pink "Share my profile" button.

Send an email

Be sure to include your ADVISR URL

Ask them personally

Don't forget to tell them they'll be in the running to win a JB Hi Fi \$100 Gift Voucher. 1 entry for every vote, or if they leave you a review they'll receive an extra 10 entries in the draw.



HOW TO WIN THE ADVISR FAST STARTER AWARD

The **Fast Starter Award** is an award that anyone can win. It is for the broker or AR who is taking their first steps with content marketing and social media and going full steam ahead. Including use of Advisr's suite of social media sharing tools and content marketing tools.



 Vote for me!

Get a pile of reviews

Ask your clients to leave you a review on Advisr. Simply share your QR code or profile URL with them.

Start posting more on LinkedIn

You can use Advisr's integrations to share your reviews or awards. Login and look for the LinkedIn logos in the awards and reviews tabs of your dashboard.

Share educational content on Advisr and LinkedIn

This can even be written by your brokerage or network. Login and check out the articles tab of your dashboard.

Advisr is looking for someone taking their first step, so get active and you're in with a chance.

NOMINATE NOW



Contact Us

www.advisr.com.au
support@advisr.com.au