



GRAND INSPIRATION

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ABOUT THE SPEAKER

Reid Robinson is a social selling solutions consultant at Hootsuite, a leading platform for managing social media. Robinson leads social selling initiatives for Hootsuite's sales organization. He helps some of the world's largest brands educate their global sales teams on employee advocacy and leveraging the power of social selling to find more contacts, build better relationships and ultimately close more business. Robinson earned his bachelor's degree in economics from McGill University, Montreal, Canada.

PRESENTATION SUMMARY

Build a Social Enterprise in Insurance Services

Social media is fundamentally changing how we communicate with customers across every stage of their buying journey. The customer experience is critical so it is instrumental for organizations in regulated industries to refocus their efforts to optimize and engage effectively with their customers at every touch point in this journey.

During this presentation from Reid Robinson at Hootsuite, we will focus on the importance of staying relevant and competitive in insurance services in the age of digital and how enterprises can leverage the power of social media to make an impact on their business, while remaining secure and compliant.

By attending this informative breakout session, you will also learn to:

- Understand the top challenges facing the insurance industry on social and actionable solutions to address them, while remaining compliant and top of mind for your customers.
- Gain a deeper understanding of digital transformation and what it means for regulated industries. Learn best practices for adapting and optimizing your organization for this technological and cultural digital shift to remain competitive.
- Grasp proven strategies to bring social to every corner of your business and how you can easily integrate into your core digital systems.

Additionally, you will walk away with the knowledge to develop a better understanding of an exciting digital transformation happening in the customer buying journey and how your organization can benefit from connecting with them at every stage.