

Research on Insurance Marketing Strategy

Arbuy

Marketing, Honolulu University, Baltimore, 21201

Abstract: Marketing theory originated in developed countries in Europe and the United States. In the last century, after the reform and opening policy was introduced in China in 80s. China began to explore the insurance industry in 90s. In insurance practice, the development of insurance marketing of insurance companies and plays an inestimable role, but also because of the different understanding of the insurance marketing theory and misunderstanding, also will produce different results, and even affect the sustainable management of insurance companies. This article from the importance of insurance marketing, the status quo of China's insurance marketing and existing problems, innovative insurance marketing strategy and so on to talk about the insurance marketing strategy of the early shallow understanding.

Keywords: Insurance marketing; Strategy; Problem

1. Introduction

Insurance marketing is the application of marketing in insurance industry. Insurance marketing is about the idea of insurance products, development, design, rate determination, marketing and after-sales service, such as planning and implementation process, it can be said that the insurance company to insurance such special products as goods. It takes the market as the center to meet the needs of the insured, and at the same time, it can achieve a series of activities of the insurance company's annual and long-term goals and sustainable management. From the insurance marketing concept can be seen that the insurance marketing is not a single activity or a certain type of insurance product sales, but throughout the entire process of insurance companies work. It can be said that the insurance marketing is a systematic project. The insurance marketing has a direct impact on the social image of the insurance company, customer satisfaction, market share, and the realization of the enterprise objectives. Therefore, insurance marketing as a new theory and method of management of the insurance industry gradually by the attention, the success of insurance company management plays a very important role, and even can be said to play a decisive role.

1.1. Insurance marketing can effectively meet the needs of customers for insurance services

As is known to all, the main source of income of the insurance company is to sell insurance products. The ultimate goal of the insurance company as an enterprise is to maximize profits or to maximize the interests of shareholders. To achieve this goal, the key is to effectively meet customer demand for insurance services, and enhance the quality of insurance services. Therefore, in the background of market competition, business buildings, the main operating indicators of weight, a good marketing strategy for insurance companies to effectively meet customer demand for insurance services, insurance sales, while increasing the rapid expansion of market share has important significance.

1.2. Insurance marketing can improve the social awareness and reputation of the insurance company

Insurance marketing provides 24 hours all-weather high-quality service for the customer through a set of activities to improve the customer satisfaction of the insurance company; at the same time according to company resources to actively participate in social activities, the local Party committee and government center work; improve the company's visibility and reputation through promotion, advertising, public welfare activity and a series of publicity strategies. This makes the company important work and regular activities in broadcast audio, TV film, newspapers have the word. To create a good corporate image, win public trust and support, and promote the competitiveness of the company.

1.3. Insurance marketing can make potential customers need to quickly turn to the reality demand

Insurance marketing close to the market, close to the customer. The use of insurance marketing through the insurance marketing system, integrated marketing model, which can timely understand the market and customer information, at the same time to understand customer's individual needs, the insurance purchasing psychology and habits, and thus more conducive to market segmentation and accurate positioning. While providing personalized products and services targeted at the same time, this makes the potential demand quickly turned into reality needs and enhance the competitiveness of the company.

1.4. Insurance marketing can enhance employees sense of identity and belonging to the company

Insurance marketing is also an important part of corporate culture. It can get the same opportunities to employees in the performance of their duties, promotion, salary, welfare and so on, and can make the staff's personal talent in the business this platform and give full play to the individual growth and development with the development of the enterprise and enhance the. It makes everyone feel is a member, the insurance company is the owner of the enterprise, which can enhance the employees of the insurance company and the enterprise culture the sense of belonging and identity, the insurance company can not only retain employees who can retain the hearts of the staff. Insurance marketing through publicity and education of enterprise culture can strengthen the overall concept, the concept of the whole staff, team concept, in order to strengthen solidarity and cooperation among employees, and improve work efficiency, reduce friction, leading to the formation of employee service, authority for the service, full customer service marketing work atmosphere. This greatly stimulate the enthusiasm of the staff, improve work responsibility, improve the quality of work and service. This makes the insurance company's business activities and development of the inexhaustible motive force.

2. Present Situation of Insurance Marketing in China

China's insurance industry from the end of the last century in 80s and early 70s to restore the domestic business. To China's reform and opening up before the domestic insurance companies are only a People's Insurance Company of China; reform and opening up to join the WTO, before the opening of the insurance industry. When the insurance market in China is only a few insurance companies at the same time, the market share is basically monopolized by the people's insurance, Ping An insurance China China and Chinese Pacific Insurance three insurance companies, and insurance companies long-term

occupy more than half of the market share. In the absence of competition in the market, the insurance companies established in accordance with the number of workers, sooner or later, peace of mind to maintain its existing market share and market status, and no regrets, so that the insurance company employees under the lack of urgency of insurance marketing.

With China's accession to the WTO insurance market further opening, Chinese has become a global insurance giant to expand the market a hotly contested spot. This accelerated insurance to enter China, and have set up a wholly-owned institutions or joint venture insurance company. The insurance market players like the bamboo shoots after the rain increased rapidly. Overnight, the insurance market began the spring and Autumn period of the new pattern of competition, and increasingly fierce. The market system is not perfect, and the rules of the market is not perfect, product and service innovation ability weak, product homogenization competition, coupled with foreign insurance and the newly established joint insurance company historical burden light, with strong capital backing, advanced insurance management and marketing concept based on the domestic insurance companies the hitherto unknown challenge encounter strong. In order to maintain the original market share, although the insurance company to foreign insurance companies, but also began to pay attention to insurance marketing, but the end result of subjective and objective reasons, it is difficult to work. So often as a means of reducing fees and other non normal means of competition, the insurance marketing, marketing concept at a low level, the introduction of insurance marketing mistakes.

3. Innovation of Insurance Marketing Strategy in China

As the advanced management mode of the western developed countries, the marketing is better developed and popularized in foreign countries, which cannot be separated from its national conditions. As a park goods, marketing in our country's practice and exploration, although there is a successful experience can refer to and learn from, but as a case will not point to the specific situation and the state of the copy is not feasible. And with the economic globalization and the world economic crisis, the domestic insurance industry will have a strong impact on the "shuffle". In the market economy environment, the insurance company should be in the market "shuffle" and competition in an invincible position of the insurance company's marketing strategy put forward a serious challenge, the only way out the marketing strategy innovation insurance in china. This requires China insurance marketing to keep pace with the times to change the crisis into opportunities, and seize the opportunities of development. To this end, the author believes that we should innovate

our country's insurance marketing strategy from the following aspects.

3.1. Set up correct marketing concept

Establish the correct concept of insurance marketing, and grasp the connotation of insurance marketing. Only the insurance marketing are to allow insurance companies to get healthy and rapid development. Marketing concept is not only a concept, but also a way of management. It is in the form of a buyer's market success enterprise magic, it is also a strategic issue of a life-and-death matter. Insurance companies and insurance marketing purposes should be on the premise of providing satisfactory service to customers, win the profit for the insurance company, this is the way of management work in just ways. Have a stable customer base, while ensuring the company's healthy and sustainable management, which can form a virtuous circle of enterprise development.

3.2. To strengthen the construction of sales channels expand marketing and the way

The traditional sales channels, such as insurance agents and industry, professional, regional marketing service department of insurance company in business development has played a great role, but with the progress of science, the public consumption habits change, the operating cost management and other aspects of the requirements, these have been difficult to meet customer requirements. At the same time, to increase the innovation

of insurance marketing channels and methods, and the use of new technology rich insurance marketing channels, such as telephone marketing, network marketing, marketing implementation, TV self-service wholesale, which is convenient for customers to purchase, it will save time for customers, the insurance company's cost of sales decreased at the same time, will also be improved insurance marketing efficiency.

References

- [1] Hong Xing . Military forces can use insidious tactics[M]. Beijing: Chinese economic press, 2005
- [2] Huang Jingqing insurance marketing successful marketing book [M]. Beijing: China economic press, 2004.
- [3] Li Yuanyuan. Insurance marketing art [M]. Beijing: Publishing House of electronics industry, 2003 .
- [4] Yuan Hui. Insurance marketing [M]. Wuhan: Wuhan University press, 2004
- [5] Li Ling. Discussion on the insurance marketing system of our country[J]. The network library of Central University of Finance and Economics., 2004, 5(9):89-95.
- [6] Lin Jieshu. global insurance market review [N]. China insurance report, 2005 (8): 22 .
- [7] Xu Fujun, Comparative study of Ming Gen three insurance system [M].Inner Mongolia press, 2002 (8).
- [8] Duan Kun. The insurance company's marketing system of the United States [N]. China Insurance News, 2001 (3): 1 -9.
- [9] Chen Jianxiang. Life insurance marketing management [M]. Changsha: Hunan science and Technology Publishing House.1999 .
- [10] Shen Xiu, van Shaoyu. America Britain Japan intermediary system [N]. China insurance report, 2004 (12): 31 .