

Barasch Insurance
W E B S I T E D E S I G N

Barasch Insurance Service & Financial Planning Inc. is a private insurance brokerage firm operating on the northwest side of Chicago. The Barasch family has been in the insurance business for more than 75 years, and the owner has a 20-year track record offering a wide array of policies to families and individuals.

The need

Barasch retained Hodge Schindler as part of an effort to better utilize technological advances in marketing its services. The firm sought to expand its Internet presence with a custom Web site that would promote its product offerings and also demonstrate its relationships with dozens of major insurance companies. Barasch also hoped to provide general information about the firm in order to relieve some of the time spent by office personnel answering general questions about the company and its products over the telephone. One goal of the Web site was to allow the office staff to refer callers to the Web site to collect general information, then have them call back if they were interested in specific policies the insurance brokerage offered to customers.

Our approach

- Hodge Schindler first developed a detailed site map that would offer visitors to www.baraschinsurance.com the type of information that would drive them to contact the firm for further information about its products and services. We worked with Barasch to create a list of features the site needed to include (descriptions of the types of policies offered; links to the home pages of the insurers for specific information on coverage) and those that were not needed initially (online quotes for coverage; forms for generating those quotes).
- We also studied other insurance-brokerage Web sites to make sure the Barasch site would have a superior look and feel compared to its competitors. One decision that resulted from this line of thinking was to move away from the industry tradition of adding the letters “ins” to the domain name (e.g., www.smithinsuranceins.com or www.williamsinsuranceins.com). Defining the Barasch domain in a way that regular people would remember the name would set Barasch apart in a highly competitive field.
- Hodge Schindler also established a methodology for promoting the Web site and, on an ancillary basis, update the internal office operations to allow for a more streamlined capacity to promote other insurance coverage to current customers. We also recommended other programs and strategies to boost awareness of the site’s launch, including an electronic postcard campaign and a survey to gauge the interest of current clients in other services.

The outcomes

- The site launched on schedule and fulfilled Barasch’s needs in terms of giving office staff a place to send callers seeking basic information and not tying up the telephone lines when customers needed to contact the firm.
- The site generated significant traffic gains as word spread of its existence through letters to current customers and other information delivered to prospects via traditional marketing routes (direct mail, phone calls, etc.), and registration with online “yellow page” directories.
- Barasch’s profile increased significantly among insurance companies and the audience the firm sought to attract.