

Virtual Training Session on Digital Marketing & Social Media Strategies for Insurance Advisors (CVT) - 23 July, 2026



Program Concept and Objectives: In today's digital-first world, customers search, compare and connect online before meeting an advisor. This one-day CVT program equips insurance advisors and managers with practical, compliant and high-impact digital marketing strategies to generate quality leads, build trust and grow business through social media.

Objectives include using LinkedIn and Instagram for lead generation, creating engaging insurance content, ensuring compliance in digital advertising, and using influencer and micro-marketing to reach niche segments.

College of Insurance designed virtual training programs as a very cost-effective method to equip insurance professionals with contemporary knowledge which would keep them ahead of the rest with distinct performance advantage.

Program Modules :

- Leveraging LinkedIn & Instagram: Your profile is your new visiting card.
- Content Marketing for Insurance: People don't buy policies - they buy clarity.
- Compliance in Digital Advertising: Smart marketing must also be safe marketing.
- Influencer & Micro-Marketing: Small voices can create big trust.

Key Takeaways from the Program :

Participants will build a strong digital presence, generate quality leads, create compliant content and convert online visibility into real sales. Organisations benefit through higher advisor productivity, stronger brand visibility and better lead quality.

Participant Profile: Experienced Insurance advisors, relationship managers, sales managers, digital marketing teams and trainers responsible for prospecting and client acquisition.

Program Date: 23 July 2026

Program Duration: 1 day (CVT)

Program Time (IST): 10.30 am to 01.30 pm

Program Coordinator: Mr. Subash Pattanayak, Faculty, Email: pattanayak@iii.org.in, Contact No: 022-69654204

Program Fees: Rs. 1770/- (₹ 1500/- plus 18% GST)

Certificate of Participation: Online Certificate in PDF format will be issued to all the participants.



PROGRAM TEAM:

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