



VIDEO CONTENT BEST PRACTICES FOR INSURANCE BROKERS

Creating short, engaging video content is one of the most effective ways to educate clients, build trust, and grow your presence online. Use the following guidelines to elevate your videos:



1 FORMAT FOR MOBILE

- Always film vertically (portrait mode) for platforms like Instagram Reels, TikTok, and LinkedIn.
- Keep your subject centered and framed from the chest up for a professional look.



2 USE STRONG LIGHTING

- Position lighting in front of you, not above or behind.
- Natural light is ideal, film facing a window during the day. If needed, use a ring light or desk lamp to evenly illuminate your face.



3 PRIORITIZE CLEAR AUDIO

- Film in a quiet, distraction-free environment.
- Use a clip-on (lapel) microphone or external mic for improved sound quality.



4 KEEP IT SHORT & FOCUSED

- Aim for 30–60 seconds, with a maximum of 2 minutes.
- Stick to one clear topic per video (e.g., “What is a PEO?” or “3 Open Enrollment Tips”).



5 HOOK YOUR AUDIENCE IMMEDIATELY

- Capture attention in the first 3–5 seconds.
- Lead with a compelling opener:
 - *“Most employers don’t realize this...”*
 - *“Here’s how you can lower your healthcare costs this year...”*
 - *“3 mistakes I see brokers make all the time...”*



**Short. Valuable.
Consistent.**

That’s how you
build trust and
grow your brand.

ADDITIONAL TIPS TO ELEVATE YOUR CONTENT



SPEAK LIKE YOU’RE TALKING TO A CLIENT

- Use simple, conversational language, avoid jargon.
- Think: “How would I explain this on a client call?”



USE CAPTIONS OR ON-SCREEN TEXT

- Many people watch videos without sound.
- Add key points or subtitles to keep viewers engaged and improve accessibility.



INCLUDE A CLEAR CALL TO ACTION

- End with a simple next step:
 - *“Reach out if you want to review your current plan.”*
 - *“Follow me for more quick insurance tips.”*
 - *“Let’s connect if you have questions about your renewal.”*



ADD VALUE, NOT JUST PROMOTION

- Focus on education and insights, not just selling.
- Share: Industry updates, Compliance reminders, Cost-saving strategies, Real-world examples



BE CONSISTENT, NOT PERFECT

- Aim for 1–2 videos per week to stay visible.



SHOW PERSONALITY

- Authenticity wins, clients want to work with people they trust.
- Don’t be afraid to smile, be relatable, and show your expertise naturally.



EDUCATE. CONNECT. INSPIRE.

Better content. Stronger relationships. A bigger impact.