

Article

Impact of Multi-Channel Marketing on Property Insurance Sales Performance

Wei Shi ^{1,*}¹ Dajia Property & Casualty Insurance Co., Jinan, Shandong, 250000, China

* Correspondence: Wei Shi, Dajia Property & Casualty Insurance Co., Jinan, Shandong, 250000, China

Abstract: This study explores the impact of multi-channel marketing on sales performance in the property insurance industry, focusing on how the integration of online and offline channels enhances customer acquisition, conversion, experience, and loyalty. The findings indicate that multi-channel marketing significantly improves sales outcomes by offering personalized customer experiences and increasing engagement. By combining digital marketing with traditional sales channels, such as agents and tele-sales, insurance companies can broaden their reach, build customer trust, and improve conversion rates. Additionally, the use of Customer Relationship Management (CRM) systems enables insurers to better understand customer needs and implement targeted marketing strategies. The study also discusses the future trends of multi-channel marketing, particularly the role of artificial intelligence (AI) and big data in enhancing personalized marketing and customer data analysis, as well as the impact of digital insurance platforms on future marketing models. This research provides theoretical support for optimizing multi-channel marketing strategies in the insurance sector and offers guidance for future research directions.

Keywords: multi-channel marketing; property insurance; sales performance; customer experience; artificial intelligence

1. Introduction

1.1. Background

The property insurance industry has undergone significant transformations over the past decades, driven by evolving consumer expectations, technological advancements, and regulatory changes. Traditionally, property insurance companies relied heavily on offline sales channels, such as in-person agents, telephone sales, and brokerage firms, to acquire and retain customers. These conventional approaches provided personalized service but were often limited by geographical constraints, high operational costs, and inefficiencies in customer reach.

With the rise of digitalization and changing consumer behaviors, traditional marketing methods have faced increasing challenges. Customers now seek convenience, real-time access to information, and seamless interactions across multiple touchpoints. Relying solely on a single-channel approach has proven inadequate in meeting these demands. As a result, multi-channel marketing has emerged as a strategic solution, allowing insurers to integrate digital platforms, social media, mobile applications, and direct sales channels to enhance their outreach and customer engagement. This shift has enabled insurance companies to improve brand visibility, increase customer acquisition, and optimize operational efficiency, making multi-channel marketing an essential strategy for modern property insurance providers.

Received: 12 February 2025

Revised: 20 February 2025

Accepted: 06 March 2025

Published: 14 March 2025



Copyright: © 2025 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

1.2. Research Importance

In today's competitive market, property insurance companies are increasingly adopting multi-channel marketing strategies to address the evolving demands of customers and the challenges of traditional sales models. The growing reliance on multi-channel marketing stems from several factors. First, consumer behavior has shifted toward digital engagement, with customers expecting a seamless and personalized experience across multiple platforms. By integrating online and offline channels, insurers can provide a more convenient and responsive service, improving customer acquisition and retention.

Second, multi-channel marketing enhances sales efficiency and market reach. Traditional face-to-face sales methods are time-consuming and geographically limited, whereas digital channels — such as mobile apps, social media, and online quote systems — allow insurers to reach a broader audience at a lower cost. Additionally, advanced data analytics and AI-driven personalization enable companies to target the right customers with tailored offers, increasing conversion rates and improving overall sales performance.

Finally, a well-implemented multi-channel strategy strengthens customer relationships and long-term profitability. By maintaining multiple touchpoints, insurers can provide consistent engagement throughout the customer lifecycle, from initial inquiry to policy renewal. This not only increases customer satisfaction and loyalty but also enhances cross-selling and upselling opportunities, ultimately contributing to sustainable revenue growth. Therefore, understanding the impact of multi-channel marketing on property insurance sales performance is crucial for insurers seeking to optimize their marketing strategies in an increasingly digitalized industry.

2. Theoretical Foundations of Multi-Channel Marketing

2.1. Multi-Channel Marketing Overview

Multi-channel marketing refers to the integration of multiple sales and communication channels to create a seamless customer experience. In the property insurance industry, this approach combines traditional offline methods, such as agents, brokers, and call centers, with digital platforms like company websites, social media, mobile apps, and online marketplaces. By offering multiple touchpoints, insurers can reach a broader audience and cater to diverse customer preferences. The advantages of multi-channel marketing include expanded market reach, improved customer experience, and increased sales efficiency. Customers can interact with insurers through their preferred channels, whether by researching policies online, receiving personalized offers via email, or finalizing purchases with an agent. Additionally, digital platforms enable insurers to collect and analyze customer data, allowing for targeted marketing and personalized recommendations. However, implementing a multi-channel strategy presents challenges, such as data integration issues, increased operational costs, and the complexity of managing customer journeys across multiple platforms. Insurers must also navigate regulatory requirements and ensure customer data privacy. Despite these challenges, multi-channel marketing remains a vital strategy for modern insurers, helping them enhance engagement, improve customer satisfaction, and drive business growth in an increasingly digitalized market.

2.2. Relevant Marketing Theories

2.2.1. Integrated Marketing Communication (IMC) Theory

Integrated Marketing Communication (IMC) refers to the strategic coordination of various marketing channels and communication methods to deliver a unified and consistent brand message. The goal of IMC is to ensure that consumers receive the same core message, regardless of whether they interact with a brand online, offline, or through other media. In the context of multi-channel marketing, maintaining brand consistency across all touchpoints is crucial.

For property insurance companies, this means that regardless of whether a customer learns about an insurance product through a social media ad, an email campaign, or a

conversation with an agent, the messaging, tone, and values of the brand must remain consistent. If a company promotes trustworthiness and security online but offers an inconsistent experience through its offline agents, customers may feel confused or distrustful. Therefore, IMC helps insurers avoid fragmentation in their communication and ensures a smooth customer journey, no matter the channel. Effective IMC requires coordination between marketing teams, sales departments, and customer service, which enables the creation of cohesive campaigns that reinforce the brand's core values and ensure a consistent customer experience across channels.

2.2.2. Customer Decision Journey (CDJ) Model

The Customer Decision Journey (CDJ) model outlines the stages through which a customer progresses when making a purchase decision, from awareness to consideration, purchase, and post-purchase behavior. In multi-channel marketing, this journey is no longer linear, and customers may switch between different channels multiple times before making a final decision [1].

For example, a potential customer may first become aware of a property insurance product through an online ad. They may then visit the insurance company's website for more information, receive a targeted email with a personalized offer, and ultimately speak to an agent in person or via a phone call to finalize the policy. Throughout this journey, the customer interacts with the brand across multiple touchpoints, and each of these interactions influences their decision-making process. By leveraging a multi-channel strategy, insurers can nurture potential customers at every stage of their journey, providing relevant and timely information that addresses their needs and concerns. Personalized messaging and targeted content based on consumer behavior and preferences can help guide customers through each phase of their decision-making process, ultimately leading to a higher conversion rate.

Moreover, the digital tools available through multiple channels allow insurers to track customer behavior and anticipate needs, enabling them to intervene strategically at crucial points in the journey. This could include offering special discounts to encourage purchase decisions or sending helpful reminders about renewals post-purchase. Thus, a multi-channel approach aligns well with the CDJ model, enhancing engagement and increasing the likelihood of a customer completing their purchase.

2.2.3. Relationship Marketing

Relationship Marketing focuses on building long-term relationships with customers, rather than just focusing on individual transactions. This approach is especially valuable in industries like property insurance, where customer loyalty and retention are critical to sustained business growth. Multi-channel marketing plays an essential role in strengthening these relationships by allowing continuous and personalized interactions with customers over time [2].

For property insurance companies, multi-channel marketing enables the creation of a holistic view of the customer through various touchpoints – whether the customer interacts with the brand through a mobile app, online portals, or in-person meetings. By tracking customer interactions and preferences across these channels, insurers can provide more tailored experiences, recommend relevant products, and offer personalized services that meet the evolving needs of each individual customer. This personalization fosters stronger emotional connections with customers, increasing their loyalty and satisfaction [3].

Additionally, multi-channel marketing can significantly enhance post-purchase communication. After the purchase of a property insurance policy, insurers can continue to engage with customers through follow-up emails, surveys, mobile notifications, or even direct mail to ensure that they are satisfied with their coverage and service. This ongoing

communication strengthens the relationship and encourages renewal rates. By using multiple channels to stay in contact with customers, insurers not only improve customer experience but also maximize opportunities for cross-selling and upselling, thereby increasing customer lifetime value (CLV).

Moreover, building strong relationships through consistent multi-channel interactions leads to advocacy. Loyal customers who feel understood and valued are more likely to recommend the insurer to others, thus generating new leads and contributing to organic growth.

2.3. Multi-Channel Strategies in the Insurance Industry

In the insurance industry, multi-channel strategies are increasingly adopted to enhance customer reach and improve sales performance. Insurers integrate both digital marketing and traditional channels to create a seamless customer experience. For example, digital marketing techniques such as social media campaigns, search engine optimization (SEO), and targeted email marketing allow insurers to reach a broader, tech-savvy audience. These digital channels provide potential customers with easy access to information, quotes, and online policy applications [4].

In parallel, traditional channels such as agents, brokers, and phone sales remain crucial for providing personalized advice and building trust with customers, particularly for more complex insurance products. The combination of offline interactions and online tools helps insurers engage customers at multiple touchpoints, offering both convenience and a personal connection.

Moreover, call centers serve as another vital component of multi-channel strategies, providing real-time support and guidance to customers who may prefer more direct communication. By integrating these different channels into a cohesive strategy, insurance companies can better cater to diverse customer preferences, ultimately improving customer acquisition, retention, and satisfaction.

3. Impact of Multi-Channel Marketing on Sales Performance

3.1. Effect on Customer Acquisition & Conversion

Multi-channel marketing significantly impacts customer acquisition and conversion by enabling insurance companies to engage potential customers through a combination of online and offline channels, thereby expanding their reach and improving the likelihood of conversion. Online channels, such as digital ads, search engine optimization (SEO), and social media campaigns, help insurers attract a wider audience and generate leads. These platforms allow insurance companies to increase visibility and target individuals who are actively seeking information about insurance products. Through tools like personalized landing pages and automated chatbots, insurers can engage leads immediately, providing them with relevant information and guiding them through the initial stages of their purchase decision.

However, the conversion process often requires more personal interaction, especially for complex products like property insurance. This is where offline channels such as agents, brokers, and call centers come into play. While online platforms drive leads and initiate interest, offline agents help finalize the sale by providing personalized advice and addressing specific customer concerns. This integration of digital lead generation with offline consultations creates a seamless customer experience that builds trust and improves conversion rates.

The synergy between online and offline channels, often referred to as the online-to-offline (O2O) model, is particularly effective in the insurance industry. In this model, online channels serve to attract and qualify potential customers, while offline agents close the sale. For instance, an insurer may run digital ads to direct customers to their website, where they can access quotes or information. If the customer expresses interest but has remaining questions, they can be prompted to speak with an agent, who can provide more

detailed explanations and finalize the sale. This online traffic generation + offline signing approach combines the convenience of digital tools with the personal touch of in-person interactions, improving both lead quality and conversion rates.

By integrating CRM systems and lead scoring tools, insurers can track customer behavior across various channels, such as website visits, email engagement, and social media interactions. This data allows them to prioritize high-quality leads and pass them on to agents who can offer tailored recommendations and close the deal more efficiently. This approach ensures that agents are engaging with warm leads rather than cold prospects, ultimately improving conversion rates.

The synergy between online and offline channels also enhances the customer experience, offering different options for how customers can engage with the insurer. Some customers may prefer researching and purchasing policies entirely online, while others may seek the reassurance of speaking with an agent. By offering both options, insurers can cater to a broader range of preferences, improving customer satisfaction and conversion rates.

3.2. Effect on Customer Experience & Retention

Multi-channel marketing improves customer experience by offering personalized communication across various channels. Through Customer Relationship Management (CRM) systems, insurers can collect data from both online and offline touchpoints to personalize offers, recommendations, and reminders, ensuring that customers receive relevant and timely interactions. This personalization helps create a stronger connection, making customers feel valued and more likely to stay with the insurer.

By engaging customers through both digital platforms and offline channels, insurers provide a seamless experience that strengthens loyalty and increases renewal rates. Consistent follow-ups and timely reminders for policy renewals, based on customer data, help maintain engagement and reduce the risk of churn. Furthermore, when customers can easily interact with insurers through their preferred channels, their satisfaction increases, positively impacting retention.

3.3. Challenges & Limitations

3.3.1. Data Silos and Information Asymmetry

One of the primary obstacles is the issue of data silos. Insurance companies often collect customer data from multiple sources, such as websites, call centers, agents, and social media, but this data may not be effectively integrated across different platforms. As a result, customer information can become fragmented, leading to information asymmetry. Different departments or marketing channels may have incomplete or outdated views of the customer, which makes it difficult to offer a coherent, personalized experience. For instance, a potential customer may have interacted with the company online, but when they reach out to an agent, the agent may lack insight into previous online interactions. This can result in inefficiencies, such as duplicated efforts, poor customer service, or missed opportunities to engage the customer effectively. Solving this requires robust data integration systems that can centralize customer profiles, enabling a seamless and personalized experience across all channels.

3.3.2. Privacy and Compliance Issues

Another significant challenge is privacy and compliance concerns. As insurers gather more data across multiple channels, they must adhere to strict regulations governing the collection, storage, and use of customer information. Laws like GDPR (General Data Protection Regulation) and other data protection frameworks impose heavy penalties for non-compliance. Insurance companies must ensure that they handle sensitive data, such as personal details and financial information, with the highest levels of security and trans-

parency. They must also obtain proper consent from customers before collecting and using their data. Privacy breaches can damage the insurer's reputation and result in legal consequences. Additionally, customers' growing concern over data security and privacy may hinder their willingness to share personal information, making it more difficult for insurers to gather insights for personalization. Ensuring compliance requires investment in secure systems and ongoing training for staff to mitigate legal and ethical risks [5].

4. Discussion and Future Directions

Multi-channel marketing has significantly enhanced the performance of insurance sales by improving customer acquisition, conversion, experience, and retention. By integrating online and offline channels, insurers have been able to reach a broader audience, personalize their communication, and offer seamless services, which in turn have led to increased customer engagement and higher conversion rates. Key benefits include better customer targeting through digital channels, combined with the trust-building provided by offline agents, resulting in improved sales performance. Additionally, multi-channel strategies contribute to higher customer satisfaction and retention by providing personalized experiences and continuous engagement.

For insurance companies, the key strategic implication lies in optimizing their multi-channel marketing approach. This involves creating an integrated strategy where data flows seamlessly between channels, allowing for consistent and personalized communication. Insurers should invest in CRM systems and data integration tools to break down silos and enhance the effectiveness of their marketing campaigns. Furthermore, they should continuously evaluate the performance of each channel and adjust their strategies to ensure that they are meeting customer expectations and improving conversion rates. Staff training and adopting customer feedback are also essential to refining these multi-channel approaches.

Looking forward, AI and big data hold great potential for further enhancing multi-channel marketing in the insurance sector. By leveraging these technologies, insurers can gain deeper insights into customer behavior, predict trends, and offer more targeted and personalized services. AI-driven tools, such as chatbots, can help improve customer interactions, while big data analytics can enable better segmentation and campaign optimization. Moreover, the rise of digital insurance platforms is reshaping the marketing landscape. These platforms offer a more streamlined and accessible way for customers to compare, purchase, and manage insurance policies, which will likely change how insurers approach customer engagement and marketing in the future. With these advancements, insurers will need to focus on adapting their strategies to integrate digital innovations and stay competitive in an increasingly digital environment [6].

5. Conclusion

This study highlights the significant impact of multi-channel marketing on sales performance in the property insurance industry. By integrating both online and offline channels, insurers can reach a broader audience, improve customer engagement, and boost conversion rates. The seamless coordination between digital platforms and personal interactions, such as agents or brokers, enhances customer acquisition, experience, and retention. Additionally, personalized marketing through CRM systems further strengthens relationships with customers, improving loyalty and renewal rates [7].

Looking towards the future, multi-channel marketing in the insurance industry will continue to evolve with advancements in AI and big data. These technologies will enable insurers to refine their strategies by providing more accurate customer insights and enhancing the personalization of services. The rise of digital insurance platforms is expected to redefine the traditional insurance model, creating more direct and convenient ways for

customers to interact with insurers. As customer expectations shift towards digital experiences, insurance companies will need to adapt their multi-channel strategies to stay competitive and meet the growing demand for digital-first services.

Overall, multi-channel marketing offers a dynamic and evolving pathway for the property insurance sector, presenting both challenges and exciting opportunities for growth and innovation.

References

1. S. Baldassarre, G. Bruno, C. Piccolo, and D. Ruiz-Hernández, "Multi-channel distribution in the banking sector and the branch network restructuring," *Expert Syst. Appl.*, vol. 238, p. 122294, 2024, doi: 10.1016/j.eswa.2023.122294.
2. Y. Liu and G. Song, "Factors affecting supply chain integration in omni-channel retailing," *Sustainability*, vol. 16, no. 8, p. 3445, 2024, doi: 10.3390/su16083445.
3. M. Omran, K. Hamza, and S. Elghamrawy, "Advancing customer segmentation in banking: Harnessing machine learning and H2O for personalized insights," in *Int. Conf. Adv. Intell. Syst. Informatics*, 2024, pp. 246–256, doi: 10.1007/978-3-031-71619-5_21.
4. A. Tracogna and T. I. Hu, "Channel choices and interaction patterns in continuously provided services: A customer journey perspective," *J. Mark. Theory Pract.*, vol. 32, no. 3, pp. 396–412, 2024, doi: 10.1080/10696679.2023.2217487.
5. F. J. Coelho and C. Easingwood, "Multiple channel systems in services: pros, cons and issues," *The Serv. Ind. J.*, vol. 24, no. 5, pp. 1–29, 2004, doi: 10.1080/0264206042000276810.
6. N. Zhang, Y. Li, and H. Li, "Regulatory penalties and the growth of the insurance companies: Empirical evidence from China," *Financ. Res. Lett.*, vol. 106764, 2025, doi: 10.1016/j.frl.2025.106764.
7. R. Conde, V. Prybutok, K. Thompson, and C. Sumlin, "Inside sales managers' utilization of cultural controls as part of a sales control portfolio to enhance overall sales performance," *J. Bus. Ind. Mark.*, vol. 39, no. 2, pp. 273–287, 2024, doi: 10.1108/JBIM-09-2022-0410.

Disclaimer/Publisher's Note: The statements, opinions and data contained in all publications are solely those of the individual author(s) and contributor(s) and not of GBP and/or the editor(s). GBP and/or the editor(s) disclaim responsibility for any injury to people or property resulting from any ideas, methods, instructions or products referred to in the content.