

Spending months in self-isolation and home working forced many brokers, insurers, financial advisers and law firms to learn new skills; some frivolous but also other useful business skills to take back to 'the office'. Our almost total dependence on online media during the coronavirus crisis has seen a big take-up of all things digital.

This shift has opened our eyes to how this can be done, including email marketing, social media and a firm's corporate Website. Pre coronavirus crisis some firms under-valued their Websites, social media, and email marketing but are now beginning to ask how they can create a bigger and better digital foot print for their firms.

The continued use of SMS text, email, including email marketing, and social media to message and alert customers, existing and prospective, to new services, announcements, surveys, and renewals has led some to re-imagine how they engage with customers in the future.

Many industries used video and social media on their Websites long before the coronavirus crisis, though professional and regulated sectors were less keen. Lock down isolation has changed that, with regulated markets embarking on a programme of accelerated digitisation with positive reactions from their audiences.

Attitudes towards digital media, in particular video and social media are changing with many more firms enthusiastically posting new video and social media content. Skills are still developing but firms are finding more time to post and share their news content.



Google, Bing and the others love digital media and give video and social content top billing. Social media such as Facebook, Instagram, Linked In, Twitter, and YouTube each offer powerful ways to 'broadcast' a firm's services well beyond traditional audiences through 'sharing' content. Statistics show that Websites that include video receive longer visits and are 50 times more likely to be ranked on Google's first page.

Digital media has become an essential communicator over the past 20 months with firms more enthused about the medium than ever before. Video for a Website and or social media platform promotions are beginning to be seen in a better light. Why not connect your mobile, social media and Web presence into one voice in front of your audience?

The Bureau has been helping its customers hone their digital media skills to ensure they steal a march on their more hesitant rivals. It seems highly unlikely that the role of digital media adopted by customers and suppliers alike will diminish, but instead will keep on developing to add to the many surprising and positive developments to emerge from the coronavirus crisis.

**For further information about digital media**

**Phone: 01342 301325**

**Email: [thebureau@the-bureau.co.uk](mailto:thebureau@the-bureau.co.uk)**