

Communication strategy for Takaful institutions in Europe



TAKAFUL & RE-TAKAFUL (EUROPE)

By Ezzedine Ghlamallah

The establishment of a communication strategy involves various stakeholders: marketing, the consulting agency and the executive management. To ensure the effectiveness of the communication strategy, it is essential to:

- Communicate on social networks by being transparent and sincere, and
- Integrate all media in the campaigns.

Communication should provide information and advice to clients, convince them of the benefits of the offer and give them the desire to subscribe; it will play a major role in the development of the institution's marketing mix by integrating the whole variables as part of an overall strategy.

The objectives of the media plan are as follows:

- Use major media such as television, radio, national newspapers, posters and sponsorship
- Target households
- Deploy pedagogical efforts toward individuals in order to explain how Takaful works, and
- Develop digital communication.

A Takaful institution in Europe will have to focus on a strategy of differentiation. Today, the axes on which insurance companies are positioned are generally identical: proximity, solidity and service; they try to be different, credible and

attractive. Best practices are as follows:

- Adopt clear communication
- Determine the target
- Think 'customer'
- Working the top of mind, and
- Selection of the appropriate message to be transmitted.

It is necessary to avoid certain misunderstandings while having a positive impact on the perception of clients toward the Takaful institution and its products, taking into account their economic and social situation and their way of life.

Communication channels

The means of communication must not concentrate solely on advertising. It is essential to turn to original channels via new information technologies and not hesitate to organize events such as conferences and use sponsorship.

Intermediaries also play a central role in communication because they represent the interface between the Takaful institutions and their customers. It is necessary to develop both mass communication and proximity communication.

The effectiveness of the external field depends on the implementation of an internal communication shared by all components of the Takaful institution.

It is important to have the involvement of marketing in the sphere of communication regarding commercial communication, that is to say, the

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campaigns to promote products and generate customer contacts. These campaigns will use all or part of existing media: public relations, sponsorship and patronage, TV, billboards, press, radio and can also be made up of non-media campaigns: direct marketing, e-mailing, SMS, promotional tools, brochures like advertising brochures, pamphlets, documentation, sales assistance tools and the internet. ☺

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