

## Compendium Insurance is Conversation LAB's first client

New creative agency, Conversation LAB has won its first client - Compendium Insurance Group (CIG). Conversation LAB has been appointed to develop Compendium's social media and digital strategy, with a heavy focus on lead generation and retention. Compendium Insurance is one of South Africa's largest independent brokers with its head office in KwaZulu-Natal.

Commenting on the new business acquisition, Kevin Power, managing director of Conversation LAB said: "We are thrilled to be out of the starting blocks so quickly - and to be partnering with a company of Compendium's calibre is the cherry on top for us."

The insurance sector is very competitive with a small sales window of opportunity where word of mouth recommendations still play a significant role in conversion. Conversation LAB's strategy will be focused around creating valuable content that generates positive conversations and sentiment for Compendium. Search engine optimisation and building of communities of advocates and promoters is central to the thinking.

For more, visit: <https://www.bizcommunity.com>