

For Immediate Release

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Nicholas Insurance Agency Drives Policy Offerings Online and into Social Media Networks with the help of netSpray

The Nicholas Insurance Agency is now offering insurance services online through the launch of a new website.

The Nicholas Insurance Agency has joined the top social media platforms as a means to continue to serve their clients virtually. Their website (<http://www.nicholasins.com>), a virtual storefront, is part of a plan to increase the visibility of the Nicholas Insurance Agency products and services through the use of social media and the Internet.

Gregory Nicholas, Owner of Nicholas Insurance Agency states, “My staff and myself included, are very excited about ‘going virtual’. Like many other businesses, we care about our clients and their overall experience we give them. We enjoy advising our clients around smart choices, which meet their insurance and investment needs. Trends show that many of our clients are spending more time online and social media networking allows us to extend our relationships to where they are.”

The Nicholas Insurance Agency’s new website contains a list of features to help existing and potential customers fulfill their insurance and investment needs. “Our service offerings like E-Bill, EZPay, and Quick Quote are made more accessible through our new online availability,” said Jody Nicholas, Business Manager for Nicholas Insurance Agency. She adds, “Quick Quote allows customers to get a real-time quote online, which our clients find as a very convenient value-added service. Moving our business online allows our clients to explore more about who we are and what we offer, 24 hours a day.

The motivation to go online is partly influenced by the overall trend and growth in social media. In the past year, social media sites have received a lot of attention from businesses as a low-cost way to increase brand awareness and availability; a need magnified by the slump in the economy. As an example, social site Twitter.com has increased its user-base by over 7,000%.

The Nicholas Insurance Agency built their online portfolio with the help of netSpray. Mr. Nicholas and team are excited about the prospects of having new clients because of the increased exposure created by their new website and video about their company (<http://www.youtube.com/watch?v=wBuhT-HRC9g>).

The agency is now active and available through Twitter, Facebook, LinkedIn, and Flickr, among other sites. Through netSpray’s Managed Services Offering, netSpray is able to utilize their unique Ad Management Panel (AMP) to manage the Nicholas Insurance

Agency's social media marketing campaign and extend the visibility of the agency's offerings through distribution of netSpray's intelligent widgets across the Internet. The lead generation widgets provide the agency with a visual and a link that drives interested prospects from popular social networks to the agency's website.

"When you combine powerful tools in the right market with online and offline messaging, you'll drive revenue by engaging customers with compelling information. More small businesses today are considering social media as a cost-effective, if not necessary portion of their marketing. The increased availability and accessibility is a rewarding and exciting place to be. Many of the businesses we help want to be involved in social media, but aren't sure just where to start. We cut our teeth building our own business with nothing but social media, so we have experience to share," said Rick Hogan, VP of Services for netSpray.

About the Nicholas Insurance Agency: The Nicholas Insurance Agency is a family owned and operated business located in York, PA. For over 25 years the Nicholas family has been providing quality insurance products with friendly service and genuine advice. Conveniently located by the West Manchester Mall and Route 30, they currently serve the needs of over 6000 customers in the greater York County. A quality, service-oriented agency not only owned and operated by a family, but their customers say they make them feel like family too. They offer home, health, life, fire, boat, auto, and other insurance policies as well as a variety of investment portfolios. For more information on the Nicholas Insurance Agency, please visit <http://www.nicholasins.com>

About netSpray: netSpray is a Social Ad Marketing (SAM) provider headquartered in York, PA and Austin, TX. netSpray helps individuals and businesses transform the merchandising of their products and services through online ads across social media, e-commerce and classified ad marketplaces. For more information on netSpray, please visit <http://www.netspray.com>