

## Abstract

The present application discloses a marketing method and system for Internet insurance products. The method includes: constructing a broker social network graph according to first insurance related data, the broker social network graph including a plurality of first sub-graphs; performing a community division on each first sub-graph of the plurality of first sub-graphs to obtain a first community structure; calculating respective node network indicators of the first sub-graph and at least one layer of community in the first community structure to obtain a plurality of node network indicators; and analyzing the plurality of node network indicators and marketing Internet insurance products based on an analysis result. The embodiments of the present application enable the marketing of Internet insurance products to be carried out effectively and improve the probability of success in Internet insurance marketing.