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Synergize Your Marketing Efforts to **maximize ROI**

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One of the **biggest mistakes** I see our industry making is creating independent and disjointed marketing strategies that may “work” but could work so much better by **connecting them with one overarching strategy** synergizing the pieces.

It's Called a **MARKETING MIX** for a reason...

- 95% of marketing budgets in our industry are spent on:
 - Direct Mail
 - Seminar Marketing
 - Digital lead development
 - (some) traditional media
 - Grass roots efforts
 - Telemarketed leads

Let me show you a simple direct mail example:

A percentage of the senior market WILL check you out before responding to your direct mail.

Most agents do not have a URL on the direct mail piece that is sent.

YOU SHOULD

You will get more leads from that same drop and budget from the direct mail recipients that want more info before responding.

You should:

Build a landing page

Put a video on that landing page

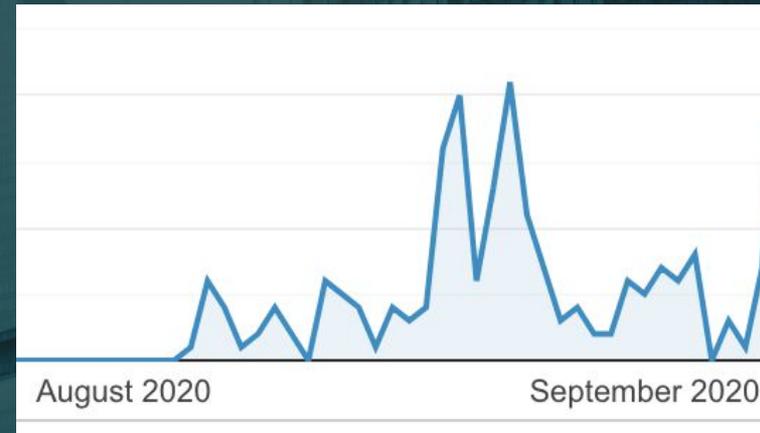
Put a conversion point relevant to the DM message

Get the lead

Sell to the lead

Win.

Local Direct
Mail Drop



A few more **common** mistakes

- Do you think people sitting in your seminar / webinar are not checking your site out on their phone under the table?
- Any traditional media buy will have a URL. Are you EDUCATING them when they check you out?
 - *Are you capturing IP addresses and remarketing to them on YT, Google, IG, FB (Building a warm audience)*
- Are you using FB only to develop leads, or are you developing leads with your own brand, creating a warm audience, then creating look alike, and maximizing that budget.
 - **This will also keep you from getting your ad account disabled a lot of times.*
- There are independent digital strategies in play with no synergy. Organic social, video, email, texting.
- No central place to collect all leads and build large lists of past marketing campaigns.

So what should this look like?

When are my direct mail drops?

When are my Seminars?

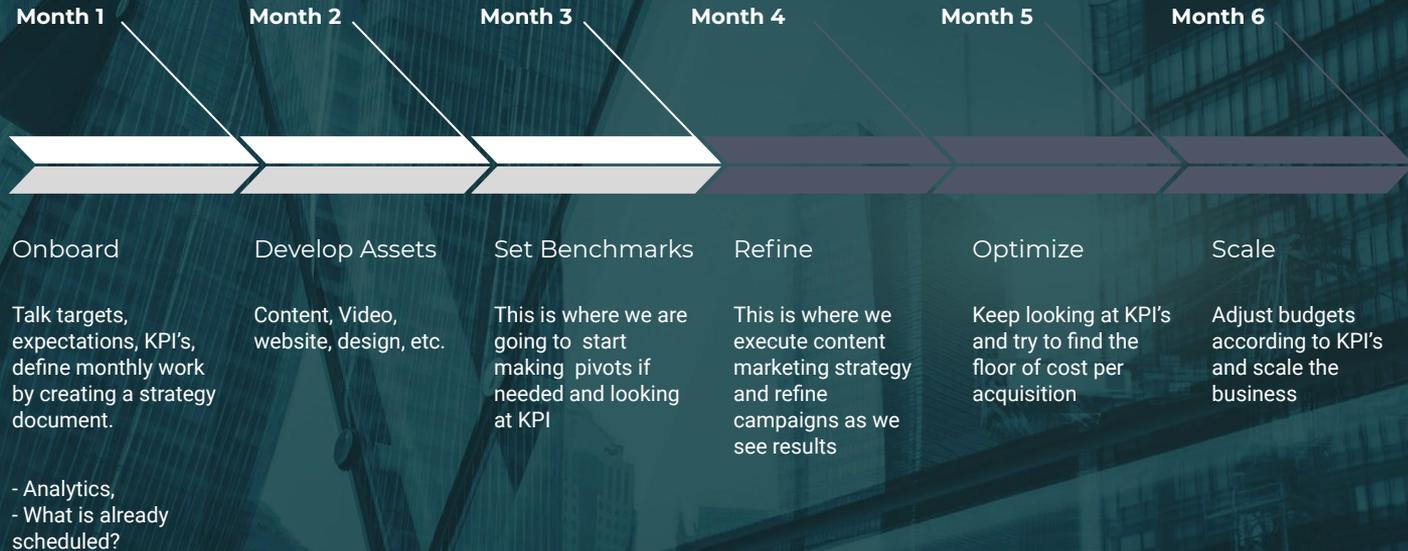
What is my content schedule?

- 4 Anchor content pieces
 - 4 videos
 - 1 email a month
 - Bite size this content for social

What are my goals? ROAS, Lead goal, CPA.

What portion of my budget do I want to dedicate to our “I need leads now,” vs, investing in long term strategies such as content marketing?

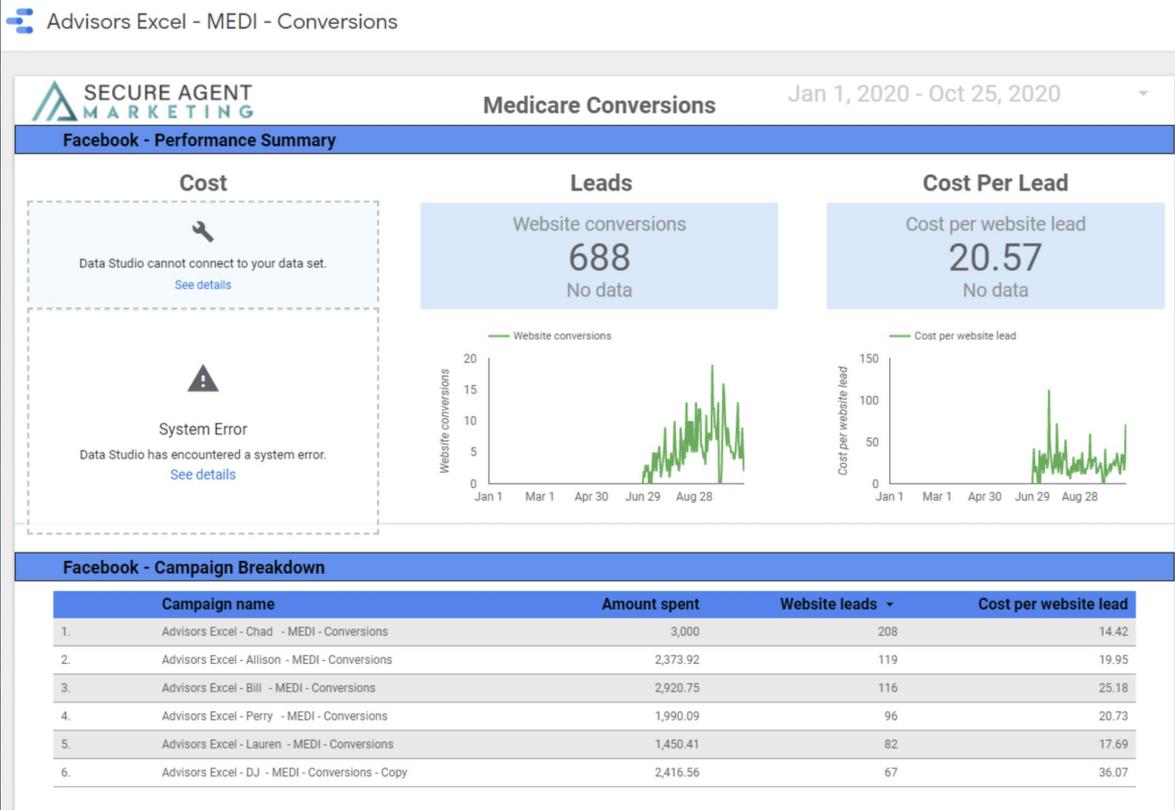
General Timeline for the first 6 months of budget execution



Automation Example

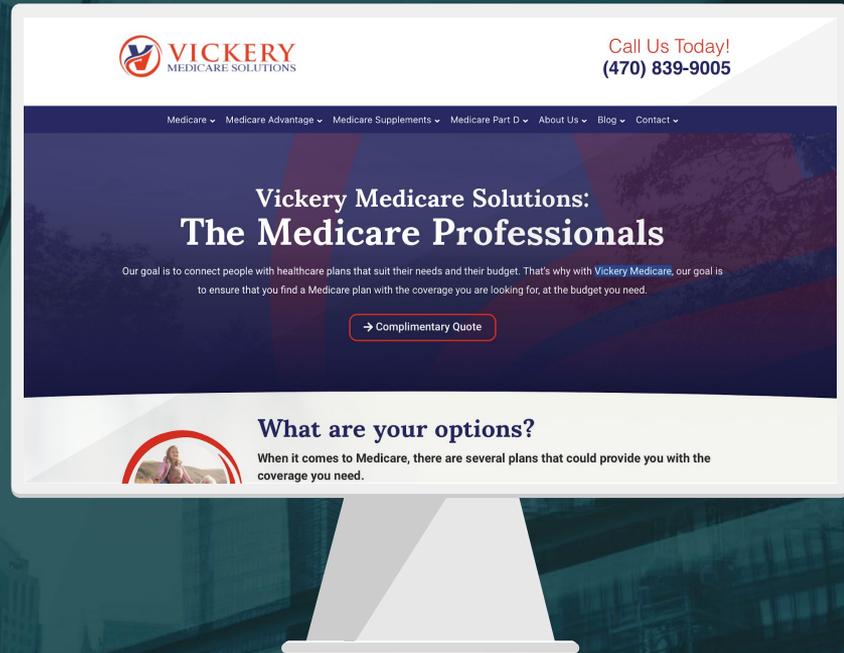
New Lead	Hot Lead	Appointment Booked	Appointment No Show	Followup Appointment	Application Pending
56 Leads \$16,800.00	27 Leads \$5,700.00	18 Leads \$5,400.00	12 Leads \$3,600.00	8 Leads \$1,800.00	2 Leads \$300.00
Missy Beahler medicare quiz \$300.00 + Task	Teresa Kelly medicare quiz \$300.00 + Task	Bryan Stewart medicare quiz \$300.00 appointment set + Task	Walter Adams medicare quiz \$300.00 appointment set + Task	Richard Walker medicare quiz \$300.00 appointment set + Task	Robert Roberts medicare quiz \$300.00 appointment set 165 oe + Task
Janet Grayson medicare quiz \$300.00 + Task	Aaron Palmer medicare quiz \$300.00 + Task	Bob Neenan medicare quiz \$300.00 appointment set + Task	Ashleya Grogg medicare quiz \$300.00 appointment set + Task	Sikander Hagan medicare quiz \$300.00 appointment set + Task	Judy Wright medicare quiz appointment set + Task
Wally Wiley medicare quiz \$300.00 + Task	Keith Carter medicare quiz \$300.00 + Task	Wes Dougherty medicare quiz \$300.00 appointment set + Task	Yvette Walker medicare quiz \$300.00 appointment set + Task	Errol Degan medicare quiz \$300.00 + Task	
Francis Brown medicare quiz \$300.00 + Task	Josephine medicare quiz \$300.00 + Task	Michael Bourcier medicare quiz \$300.00 appointment set + Task	Reginae Motta medicare quiz \$300.00 appointment set + Task	Wes Buchanan medicare quiz + Task	
Wally Johnson medicare quiz \$300.00 + Task	Linda Henderson medicare quiz \$300.00 + Task	Greg Taylor medicare quiz \$300.00 appointment set + Task	Johanna medicare quiz \$300.00 appointment set + Task	Deborah Brown medicare quiz \$300.00 + Task	
Lorraine Hill medicare quiz \$300.00 + Task	Molly Stewart medicare quiz \$300.00 + Task	Greg Taylor medicare quiz \$300.00 + Task	Johanna medicare quiz \$300.00 appointment set + Task	Wes Buchanan medicare quiz \$300.00 + Task	

Let's look at some **actual** results



Let's look at a **Website** Example

Vickery Medicare Solutions





Now let's look at **Google Analytics**

Thank **you!**

I truly hope this helps
you find **YOUR**
marketer!

