



FINAL EXPENSE

CASE STUDY

Social Media
Case Study



THE CHALLENGES

FE sales is very competitive because there are many agents in the business and each company has different underwriting standards.

Like all life insurance agents, he needed prospects to grow his business. He was looking for a Final Expense lead program that would deliver consistent results.

Direct mail is one way to generate high-quality leads. However, **Facebook-generated FE leads** are a newer form of paid lead generation and have grown in popularity in the last two years.

THE SOLUTION

The client agreed to purchase the SAMSON platform, our fully automated lead nurturing portal. Then, we created a final expense campaign funnel and ran Facebook ads in Illinois only, targeting people ages 50-65+. Our team also created a landing page specific to the client.

THE RESULTS

In just 13 days, the client spent \$276.50 and generated 50 targeted leads — using social media marketing through Facebook.

Achieved a **CPL of \$5.53** which was 44% below the intended cost per lead.

