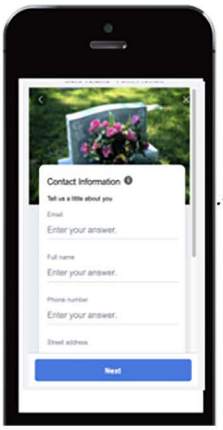
SECURE AGENT MARKETING

ADVISORS® EXCEL

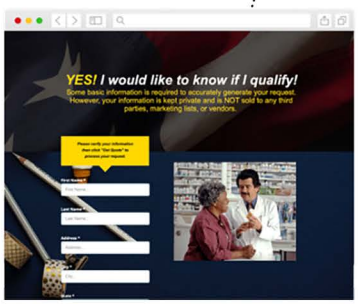
$1,500 A MONTH

SOCIAL Short Term Strategy



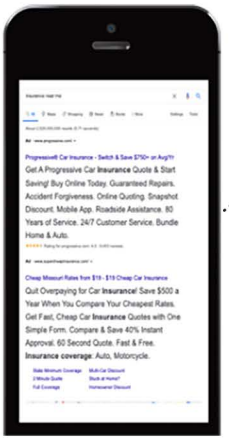
Lead Form

Landing Page



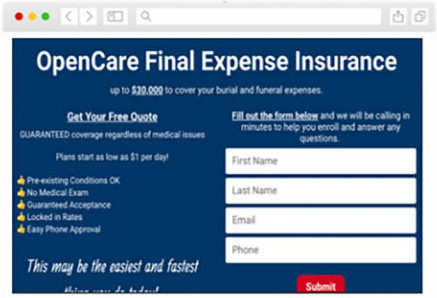
$3,000 A MONTH

High Buyer Intent Strategy



Google Ad

Custom Branded Landing Page



FACEBOOK ADS VS GOOGLE ADS

AUDIENCE SIZE

FACEBOOK
1.40+ BILLION
DAILY ACTIVE USERS

GOOGLE
3.50+ BILLION
SEARCHES PER DAY

BEST FOR

CHOOSE FACEBOOK ADS FOR

- Building awareness
- Growing your audience
- Innovative & new products
- Higher volume and lower buyer intent leads

CHOOSE GOOGLE ADS FOR

- Immediate sales & leads
- Products & services with high Buying intent during search

SecureAgentMarketing.com/AdvisorsExcel

THIS IS AN EXAMPLE OF AN AVERAGE SCOPE RETAINER

SECURE AGENT MARKETING

ADVISORS EXCEL

For those that want a complete strategy, this is how we would approach the year's marketing budget. This is not a one size fits all solution and can be customized. We just need to hop on a call and discuss.

SEMINAR STRATEGY

- 5000 mail drop each quarter with 3-5 events per
- Landing page on site built to convert information seekers
- Just had one pull 2.3%
  - 115 registrations
    - 80% show rate - 92 in person prospects
    - 80% appointment rate - 73 meetings
    - 66% will close - 49 clients
- If #'s are light we can use social to push registration
- 1 mailer per quarter / 12 events per year
  - 460 registrations, 368 in person prospects
  - 292 meetings - 196 clients
  - $66 cpa plus the cost of food

$13,500 per year

DIRECT MAIL STRATEGY

- 1000 DM pieces per month // let's just talk BR for now
- Information seekers Landing Page
  - This can increase response by .5% to 1%
- 15 leads per 1000
  - 40%-60% close
  - 180 leads per year
  - 60% close rate = 108 customers

$83 Cost Per Acquisition

$9,000 per year

SHORT TERM DIGITAL STRATEGY

- $1000 / month Spend.
  - Google FE - $7-$15
  - Google Medicare - $8 - $19
  - T65 $29
  - Facebook FE - $4-$15
  - Facebook Medicare $9
- Webinar Model
  - $15-$25 registrations
  - 25% show rate
  - (43 register - 10 show - 2 sales)

$12,000 per year - 804 leads @ 15% close
120 clients @ $100 CPA

LONG TERM DIGITAL STRATEGY

- This is the foundation of all of our marketing efforts
- This gives us the landing page ecosystem
- This gives us the educational content that is needed to educate and convert
- $25,500 per year
  - 48 pages of content per year
  - Lead mgt. / automation tool (SAMSON)
  - Manage up to $3000 per month of ad spend on Google/YT/FB

$25,500 per year

SUMMARY

- **$60,000 PER YEAR**
- **~ 1444 HIGH INTENT OPPORTUNITIES**
- **~ 424 PROJECTED CLIENTS**
- **IN ORDER TO GET A 2:1 ROI YOUR AVERAGE CUSTOMER WOULD NEED TO ONLY BE $280**

***This is assuming 0 organic leads from site, and 0 referrals which should offset any discrepancy in the details of the numbers I have laid out**