



MEDICARE

CASE STUDY

Elevate Your **Agency**
Through Effective Marketing

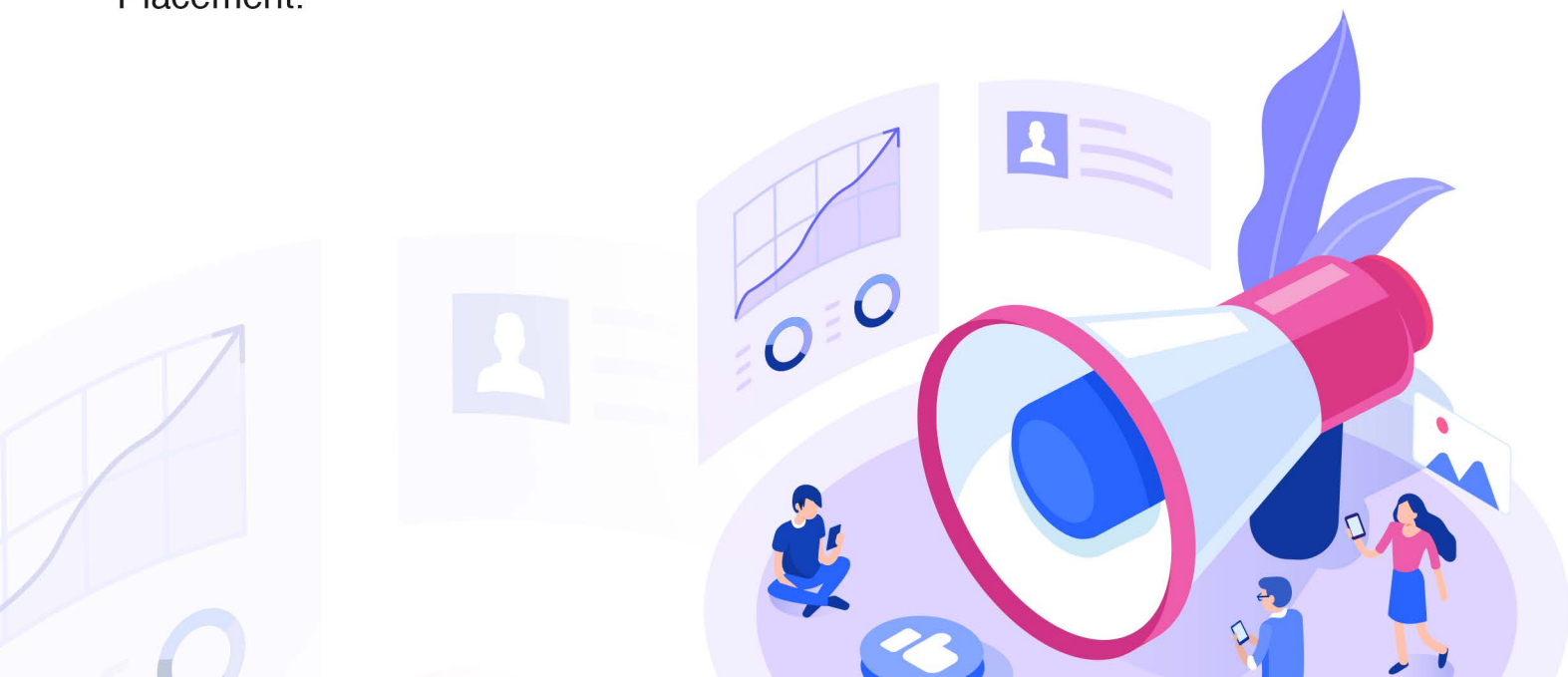


ALL-IN-ONE MARKETING STRATEGIES: AN OVERVIEW OF AN EFFECTIVE MARKETING CAMPAIGN

Located in Tupelo, Mississippi, a local Medicare agency and its team of Medicare experts have received countless awards for outstanding service and sales leadership. The agency has helped thousands of seniors all over the U.S. by educating them on all aspects of Medicare and helping them make the transition. While their primary focus is Medicare, they also offer assistance with final expense and other insurance policies, such as life, health, dental, vision, hearing, cancer, long-term care, and disability insurance.

As they have continued to grow outside of Mississippi and reach individuals all over the country, their short-term and long-term marketing strategies have also grown to improve. By working with Secure Agent Marketing, a digital marketing agency founded by Landon McCarter and Cody Askins, this local Medicare agency has seen major increases in site traffic, organic search traffic, site conversions, the average duration on the site, and the number of pages viewed.

Here is how Secure Agent Marketing boosted these numbers by focusing on Social and Lead Internet Generation, Website, Videos, Organic Leads, and Media Placement.



SHORT-TERM STRATEGIES • SOCIAL AND LEAD ORDERS:

OVERVIEW:

Aged leads are one way to obtain leads, but it is not the most used or popular solution. Per lead is the next step up as it is real-time and of better quality. However, even though the leads are opted in, per lead orders are still not as effective as a good marketing campaign.

Here is how we, Secure Agent Marketing, can bring in more leads with an effective marketing campaign.

PROBLEM:

With many downline agents that count on them for activity and leads, this local Medicare agency uses two options: newly generated Facebook leads (per lead orders) and aged leads.





SHORT-TERM STRATEGIES • SOCIAL AND LEAD ORDERS:

SOLUTION:

The primary reason that agents contract with this local Mississippi agency is because of the value they bring. One of the primary value points is lead flow.

When they hire an agent, they promise them a CRM filled with leads. They will give these newly hired agents aged leads for activity purposes, and based on the agent's performance, they will then invest in real-time leads, otherwise known as per lead orders. If the agent remains consistent with meeting the right goals and numbers, the agency will set up a full marketing strategy with SAMSON, automations, etc., with a consistent marketing budget that will be set aside per agent.

What is the purpose of developing a budget with SAMSON? It is to foster the lead quality. The agency will identify a budget for a particular agent in terms of activity and give the specified budget to the specific agent.

Over time, they will spend \$1,000, for example, on ad spend per agent, per month. This will go into reaching the thousands of individuals with the brand, in addition to generating the leads, the messenger activity, and comments on the ads.

Once the marketing budget for SAMSON has been met, there can be multiple campaigns inside that particular budget. For example, recruiting possible agents; under 65 health; final expense; Medicare; etc. Whatever the campaign may be, it can be used with the marketing budget, which will be dropped into SAMSON and tagged accordingly.

LONG-TERM STRATEGIES • WEBSITE & VIDEOS

OVERVIEW:

A website is the foundation of all your digital marketing, and when it is structured correctly and supplemented with content, your search results and leads will soar.

Here is how we, Secure Agent Marketing, were able to secure this strategy for this local Medicare agency in Tupelo, Mississippi, and increased their traffic through more structured, educational, and localized content with supplemental videos.

PROBLEM:

Their previous website, which sat at roughly nine pages of foundational content and twenty blogs, did not drive traffic, nor was it properly structured. While the content was good, there was no exact purpose behind it.





LONG-TERM STRATEGIES • WEBSITE & VIDEOS

SOLUTION:

Here is what Secure Agent Marketing did from a website standpoint.

We took over the site and mapped out a fifty-page foundational content structure based on their particular needs and product offerings. A 301 Redirect was implemented to take the authority created in the past and bring it over into the new site and completely restructure it. Secure Agent Marketing also created 19 pages of content marketing per month that were implemented onto the site to drive more traffic and authority.

We also implemented state and city pages to the site as they wanted to grow outside of their area in Tupelo, Mississippi. As of November 2020, an estimated 85 percent of their traffic comes from outside Mississippi.

Videos

They do create their own videos, in which their videographer shoots and edits. Occasionally, Secure Agent Marketing has helped from a video topic and keywords standpoint.

Once the videos are ready, Secure Agent Marketing then embeds them onto the site. Because the videos can be seen on their site (all videos relevant to the page in which they are embedded), prospects are being fully educated on the insurance plans that the agency can help them enroll in.

Because of the video implementation and informative content, these factors have led to an outstanding duration time of 10 minutes and 29 seconds, which is above the average site duration time of 1 minute and 30 seconds.

LONG-TERM STRATEGIES • ORGANIC LEADS

OVERVIEW:

Organic leads are obtained from prospects who are able to find a company based on research for a particular product or service, or by asking a question in a search engine such as Google. Organic leads can also be obtained by implementing search engine optimization (SEO) and marketing through social media.

Let's take a look at how we were able to track organic leads for them from a conversion standpoint.

PROBLEM:

Their previous website did not drive traffic, nor was the content properly structured, which made it more challenging for Google to recognize the site and its content as relevant and with authority.

SOLUTION:

By restructuring the website, adding specific and relevant SEO and keywords into the content, as well as pointing all ads from social media back to the site to drive traffic and authority, there has been a significant increase in leads.

From 2019 to 2020, there has been a:

- 156%** increase in site traffic;
- 300%** increase in pages viewed;
- 380%** increase in time spent on the site;
- 225%** increase in organic search traffic; and
- 158%** increase in site conversions

**The numbers we have shared are what we are receiving from a conversion standpoint



LONG-TERM STRATEGIES • MEDIA PLACEMENT

OVERVIEW:

At Secure Agent Marketing, we have the ability to provide the spot creation, script, concept development, video editing, spot production, and more, and place the media strategically. Because we are an independent source and not biased, we can get better rates and more spots for less money, and we have the leverage to go to multiple different media outlets.

When we took over the media placement for this local Medicare agency in Tupelo, Mississippi, which had already been placing their own media for 20 years, they did not have to pay an extra cent. We were able to achieve more spots for less money than they have ever received.

Here's how we helped them secure their media placement with their local television stations.

PROBLEM:

They spend about \$16,000 per month on television. The purpose of this is to drive inbound calls from commercials.

SOLUTION:

Secure Agent Marketing produced the commercials for them and the company and placed the media in the local station that ran the commercials.

This agency does not pay Secure Agent Marketing to place the media. The TV stations pay Secure Agent Marketing 15 percent of the overall budget to place the media with their station, instead of the agency going to the station directly to place the media with a sales representative, who will then get the 15 percent. What we also can do for them is leverage that \$16,000 per month with the other stations in their area and try to make sure that we are getting the best deal that we can.