



## DIRECT MAIL

### How is this lead generated?

Prospect receives postcard or informational brochure/survey based on demographics (50-75, income 0-50k) in the mail. Prospect fills out their information by hand, then sends it back requesting more information.

**Shelf Life:** Longest shelf life. Weeks, months, even a year

### Lead Tips:

- Order by zipcode or county.
- Door knock these leads, put a route together.
- Canvas the neighborhood for other possible prospects.
- When door knocking have their card in your hand to remind them of their interest.
- Leads are generated about 4 weeks after the campaign is dropped.



## DOOR HANGERS

### How is this lead generated?

Door hangers are purchased within your agent portal. Your agent number is added to each piece. Place in the desired neighborhood when door knocking. Prospect sends back postcard portion.

**Shelf Life:** Indefinite

### Lead Tips:

- While you are in the area to door knock a digital/direct mail lead, place door hangers on the surrounding houses.
- Get to your appointment an hour early and place them before your appointment.



## LIVE TRANSFER CALLS

### How is this lead generated?

Vendor sources leads to call from internet lead forms based on keyword search. They contact the prospect, see if they are interested and vet them by asking a few qualifying questions. If they are, they transfer the call to you.

**Shelf Life:** Your chances of making the sale decrease after the phone call ends.

### Lead Tips:

- Best lead source for tele-sales.
- You can choose when to receive calls by logging into a call platform.
- You have a 2 minute buffer before you are charged for the call.
- All qualified prospects transferred to you.
- Must be licensed in multiple (at least 10) states to receive volume of calls.
- Be prepared with a script; have structure to your call. Have height/weight charts ready.



## LEADS GENERATED ONLINE (FACEBOOK AND SEO)

### FACEBOOK

#### How is this lead generated?

Prospect sees ad while they are scrolling Facebook. The lead is generated when the prospect fills out the form associated with the ad. Prospect is targeted based on geography and certain demographic ranges allowed by Facebook.

**Shelf Life:** Be ready to get in touch immediately. These leads are most successful when contacted immediately after form fill.

#### Lead Tips:

- Leads start coming in about 48 hours after campaign is placed.
- Great for telesales or field sales.

**Telesales:** Order by state and you will have a steady flow of people to call.

**Field sales:** Order by zipcode if you can, if not by county. The smaller the area your request, the longer it will take to fill your pipeline.



### SEO (Google)

#### How is this lead generated?

Person sees ad through their internet search results on Google. The lead is generated when the prospect fills out the form associated with the ad. These prospects are *actively* looking for coverage and have high intent to purchase.

**Shelf Life:** Be ready to get in touch immediately. These leads are most successful when contacted immediately after form fill.

#### Lead Tips:

- You are sent their name, phone, address, age, DOB, height and weight.
- You can use info to verify they filled it out on the lead card (time of form submission).
- Once order is placed leads start coming within about 24 hours.
- Can order by city if there are over 300,000 people in the area, otherwise order by county.
- Best success comes from seeing them face-to-face. Work it like a mailer. They are wary of solicitation phone calls.
- Look at bottom of email to see when they submitted the request. Show up at their door around that time.