



Find, customize, purchase, and work your leads all in one place- LeadHub. Whether you need leads immediately or want to customize your lead order we have you covered with a variety of choices and options to purchase leads.

## Campaign Leads

Security National offers a variety of lead campaign options through our lead partners. These leads are ordered per lead or by mail sent and trigger a new mail or digital campaign based on your requested parameters. Leads will be added to your LeadHub as responses are received.

Lead Source	Cost	Order Minimum	Lead Availability	How To Work
Agent Postcard Survey (English)	500 - \$540 1,000- \$740 1,500- \$940 2,000-\$1,140	500 mailers	Postcards delivered in approximately 3 weeks pre-addressed. Add postage and mail as desired. Notification sent to agent when survey is returned.	Door-Knocking
Agent Postcard Survey (Spanish)	500 - \$540 1,000- \$740 1,500- \$940 2,000-\$1,140	500 mailers	Postcards delivered in approximately 3 weeks pre-addressed. Add postage and mail as desired. Notification sent to agent when survey is returned.	Door-Knocking
Live Transfers	\$35 per call	10 calls min.	Retrieve calls in Retriever. Lead data funneled into LeadHub	Retrieve calls in Retriever. Lead data funneled into Lead-Hub
Facebook Loyalty Sales (English)	\$22 per lead	20 lead min.	3-5 business days after campaign start date. Notification sent to agent when lead is generated.	Door-Knocking and Telesales
Facebook Loyalty Sales (Spanish)	\$22 per lead	20 lead min.	3-5 business days after campaign start date. Notification sent to agent when lead is generated.	Door-Knocking and Telesales

### Instant Lead Menu- Need to Know

Tiered Leads are based on age - Price varies by lead source.

Agents are notified of lead availability via email daily.

**A Leads** = 1-30 days old    **B Leads** = 31-60 days old

**C Leads** = 61-90 days old    **D Leads** = 91+ days old

Do have a question? Need some help?

Call 855 - 765 - 4765 option 4

# Instant Leads

Security National offers a variety of instant lead options. These leads are available for immediate purchase and will instantly be available in LeadHub.

Lead Source	Cost	Lead Availability	How To Work
CANA Mailers	A=\$40 B=\$15 C=\$10 D=\$5	Immediate	Door-Knocking
Lead Concepts Mailers	A=\$40 B=\$15 C=\$10 D=\$5	Immediate	Door-Knocking
RGI Mailers	A=\$40 B=\$15 C=\$10 D=\$5	Immediate	Door-Knocking
Lead Connections Mailers	A=\$40 B=\$15 C=\$10 D=\$5	Immediate	Door-Knocking
Paid-Up	A=\$40 B=\$15 C=\$10 D=\$5	Immediate	Door-Knocking
Customer Service Rep Lead (CSR)	No Cost	Immediate	Door-Knocking or Telesales
Digital/Google/SEO Leads	A=\$11 B=\$9 C=\$7 D=\$5	Immediate	Door-Knocking or Telesales
Facebook Lead (English & Spanish)	A=\$20 B=\$10 C=\$7 D=\$5	Immediate	Door-Knocking or Telesales
Lead Concepts	A= \$40 B= \$15 C= \$10 D= \$5	Immediate	Door-Knocking
Instant Mailer B	A= \$20 B= \$15 C= \$10 D= \$5	Immediate	Door-Knocking

# Other Leads

Lead Source	Cost	Lead Availability	How To Work
Door Hangers	\$0.20 per unit	3-7 business days to receive door hangers from SNL.	Door-Knocking
LFSP Membership	No Cost	LFSP co members are generated in "my leads" once added to LFSP membership.	Door-Knocking

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# Want To Learn More?



## 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?

Prospect receives postcard or informational door hanger left by the agent on their front door. Prospect fills out their information by hand, then sends it back requesting more information.

**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.



## Leads Generated Online

### 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 ad. Prospect is target 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 contact 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 zip code or by state. If you order by zip code your order will be fulfilled within a 60 mile radius of the zip code. Orders in rural areas may take longer to process based on demographic data.

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