



THE **HUGE PROBLEM**

**OVER 50%
OF LEADS ARE
WASTED**



ENTREPRENEURS

Why Companies Waste 71% Of Internet Leads

Ken Krogue Contributor

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© NASA, ESA, R. Sankrit and W. Blair (Johns Hopkins University)

Entire industries exist to help web marketers increase lead conversion on their website by fractions of a percent. Training firms work weekly or monthly with entire sales forces to boost closing ratios by 10% or 20%. Businesses are scraping for incremental increases in marketing yields, close ratios, and leverage through technology, yet overlooking a gaping black hole that exists somewhere between their marketing and sales teams.

Companies don't respond fast enough to leads.

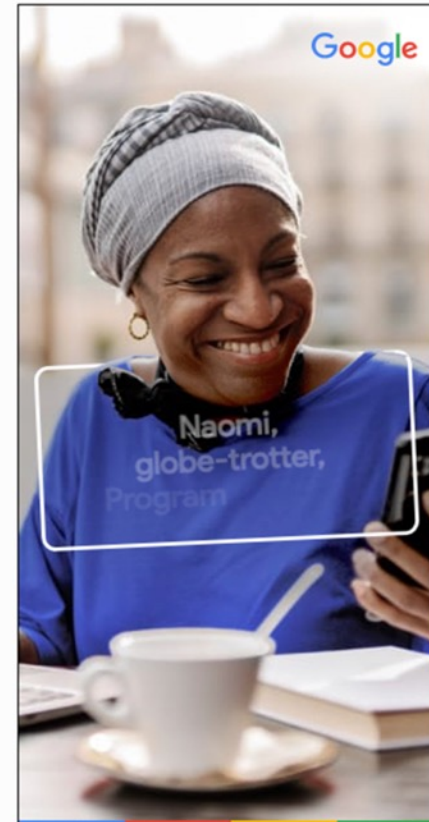
Forbes
BREAKING NEWS

1:09 / 1:09



ADVERTISEMENT

Google

Naomi,
globe-trotter,
Program

BECAUSE YOU'RE
FORGOTTEN

OF THOSE CLIENTS WHO EVENTUALLY DEFECT

**81% SAY IT'S BECAUSE "THEY LACK
REGULAR AND MEANINGFUL
COMMUNICATION" WITH YOU.**

**ANOTHER STUDY FOUND THAT
"ONLY 44 PERCENT OF
CONSUMERS HAD CONTACT
WITH THEIR AGENT IN THE
PAST 18 MONTHS"**



AS PER SALES LEGEND DALE CARNEGIE

**91% OF CUSTOMERS SAY THEY'D
HAPPILY GIVE REFERRALS, BUT ONLY
11% OF SALESPEOPLE ACTUALLY
ASK FOR THEM.**



What's the Solution?

YOU HAVE TO BECOME

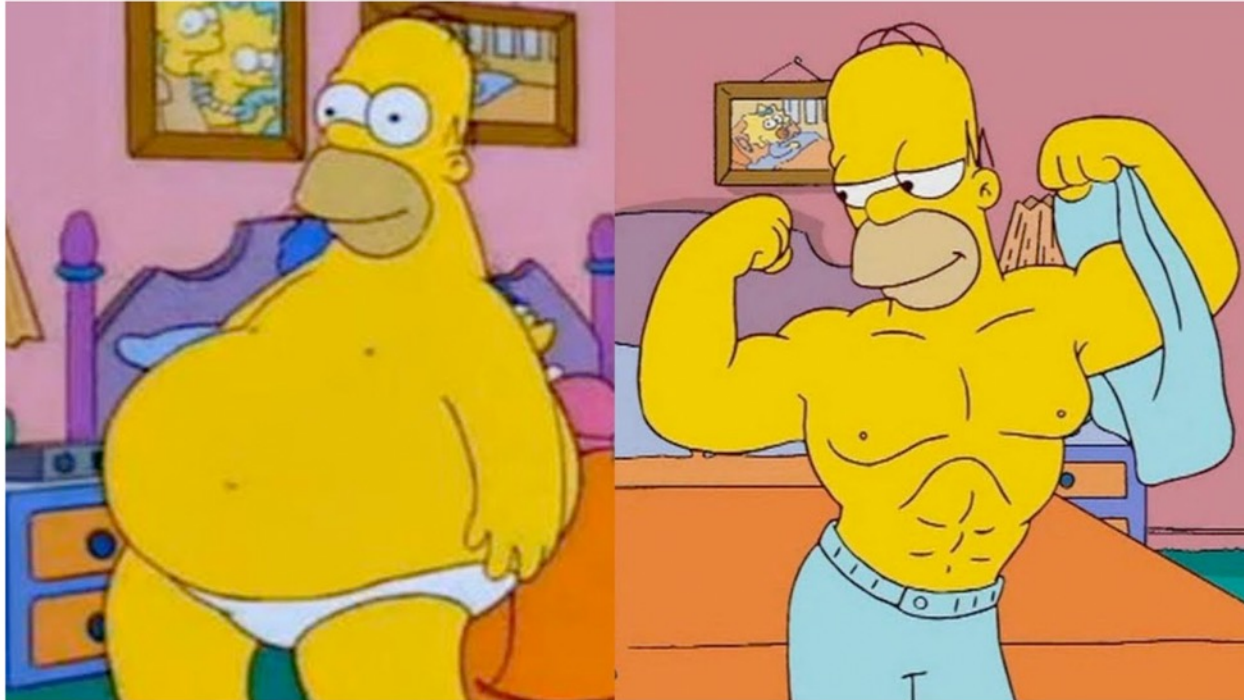
unforgettable

The background of the image is a landscape featuring a dark, silhouetted mountain range. In the center, a sharp, rocky mountain peak rises against a sky with soft, hazy clouds. In the foreground, a dark ridge runs across the frame. A small, white silhouette of a person in a running pose is positioned on this ridge, directly in front of the central vertical stroke of the letter 'I' in the word 'FIT'.

THE FIT

FRAMEWORK

Your marketing needs to get FIT.





New Leads

COLD CALLS

\$

SEMINARS

SOCIAL MEDIA

PAID LEADS

\$

WEBSITE

\$

**Your
Business**

Lost Clients



Average agents
spend all of their
time, money, and
energy here

FREQUENCY

NUMBER OF TOUCHPOINTS + CHANNELS OF COMMUNICATION

**How many touchpoints should
you have for your contacts?**

More.



Meet Brion Harris

\$6M

In Profit

200+

Touchpoints



The Frequency Illusion



The Frequency Illusion

Frequency illusion is a cognitive bias in which, after noticing something for the first time, or the same thing in multiple places, there is a tendency to notice it more often, leading someone to believe that it has an increased frequency of occurrence.

6

FREQUENCIES OF COMMUNICATION

1. Inbox

2. Mailbox

3. Face to Face

4. Voice to Voice

5. Social Media

6. Screen to Screen

(Text messaging, Zoom, WhatsApp, etc)

IMPACT

PERSONALIZATION + QUALITY

The Power of Personalization



**F
O
R
D**

FAMILY

OCCUPATION

RECREATION

DREAMS



FREQUENCY...

IMPACT...

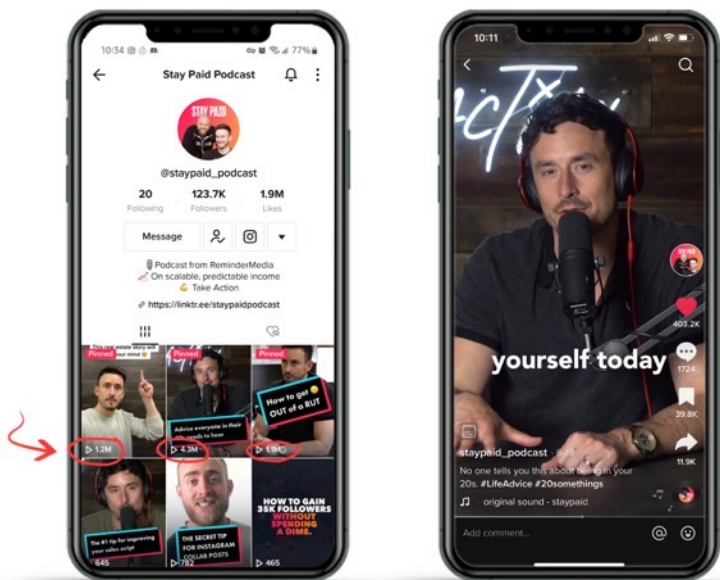
TRUST

ACCOLADES + TESTIMONIALS + EDUCATIONAL CONTENT



Know Like & Trust

~ zig zlgar



We Are Marketers

We've been in business for over 20 years.

We've sent over 100,000,000 pieces of direct mail.

We've spent over \$2.5 million in Facebook advertising.

We've sent over 500 million emails.

We've worked with over 85,000 agents and business owners.

We have weekly interviews with some of the top producers and top coaches in the nation on our podcast.

We've been on the Inc. 5000 list of the 5,000 fastest-growing private companies in the US for 4 years.

We have been ranked as one of Philadelphia's Top 100 Places to Work.



Inc.
5000

yahoo!
news

Nasdaq

PHILADELPHIA
100
FORUM

Forbes

ReminderMedia Donates \$50K to The Children's Hospital of Philadelphia

Company's efforts support the Cancer Center and Child Life programs at CHOP

The Children's Hospital of Philadelphia (CHOP) announced a \$51,655 gift from ReminderMedia as part of a special project with CHOP for their second special edition of *American Lifestyle* magazine: Issue 67, The Children's Edition. ReminderMedia publishes *American Lifestyle* magazine, a customizable, relationship marketing tool for increasing referral and repeat business.



"We are very grateful for ReminderMedia's support of The Children's Hospital of Philadelphia," said Stuart Sullivan, chief development officer of The Children's Hospital of Philadelphia. "Philanthropy is vital to advance treatments for children with cancer, and help ease the hospital stay for our patients through our [Child Life department](#). The company's efforts supporting both of these areas are of great need. We are fortunate that they've chosen CHOP."

The fundraising effort engaged both ReminderMedia customers and its employees. ReminderMedia partnered with CHOP on two events — Winter Summerland and The Fetal Family Reunion — to gather drawings from patients at CHOP that would become Front Covers for The Children's Edition. Each time a CHOP cover was selected by an *American Lifestyle*



“I wanted to share a testimonial about my initial mailing of Start Healthy Magazine. About a week after my Medicare clients started getting the magazine, they started sending me referrals without a single call from me!

Pretty quickly and effortlessly I had 5 referrals and new clients. That is powerful.”

ZACH RUCKER
Medicare Policy Experts



“I took 5 magazines to the local Giant grocery store and left them by the store flyers. I had a call by 12 noon a scheduled appointment by 3 and wrote her a policy effective 3/1/22.

She had heard my name locally but when she saw the magazine on her way into the grocery store she thought it was fate.”

Dawn Myers

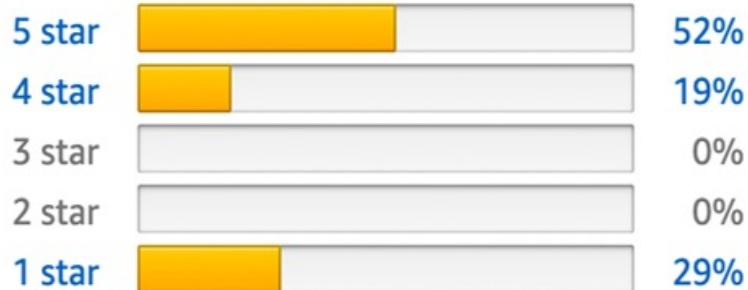
**Delaware Valley Brokerage Services / Ritter IM
VP of Marketing & Sales, DVBS Division**



Customer reviews

★★★★☆ 3.6 out of 5 ▾

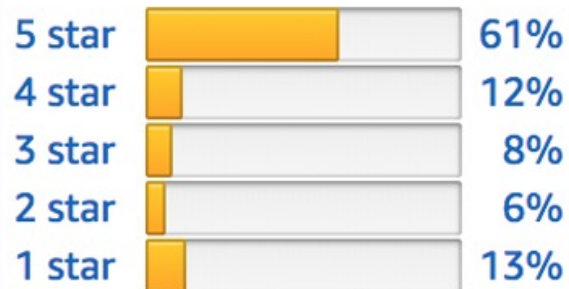
6 customer ratings



Customer reviews

★★★★☆ 85,060

4.2 out of 5 stars ▾



[See all 85,060 customer reviews ▸](#)

You need to be the

S

M

E

SUBJECT

MATTER

EXPERT



ReminderMedia.com/UltimateAgent

thank you
FOR LISTENING



@LukeAcree



@StayPaidPodcast



@LukeAcreeRM



@ReminderMedia