

LEAD GENERATION *for* INSURANCE BROKERS



SEO



INTRODUCTION



Here's a simple fact: if you don't bring in clients, you don't get paid commissions. To bring in clients, you first need leads. That alone makes lead generation a vital part of any insurance business.

But, as you know, getting those leads is easier said than done. You face stiff competition for every potential lead. To succeed, you need to stand out from your competitors, understand which methods produce the best results, and learn how to implement them.

That's where this e-book comes in. In the pages ahead you'll discover strategies and best practices to build a steady stream of leads throughout the year.

While this e-book focuses specifically on generating leads, you'll want to figure out how you are going to nurture and close those leads. After all, leads don't pay off until they convert to clients. And leads cool off quickly if you don't keep them engaged.

Ready to start?

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CHAPTER 1



Common lead generation methods used by insurance brokers

One of the best ways to get started with lead generation is to look at what other insurance brokers are doing to get new business, copy what works, and ignore what doesn't.

So what are they doing that works?

FARMING

Farming is an intensive effort to build brand awareness within a certain community. You've likely encountered farming in your own role as a consumer, probably in the form of a direct mail [postcard](#). However, there are many options for farming, but whatever tactics you use, the key is repetition. The more people in your area who see your name and get to know you, the more likely they'll be to think of you when the time comes for them to seek services.

Still, farming takes time. Just like with agricultural farming, you can't plant your seeds today and expect to harvest tomorrow.

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ONLINE MARKETING

Online marketing is actually made up of several different tactics, but for the sake of simplicity, we've combined them under one heading.

At a minimum, most insurance brokers have a website with their contact information and a contact form for interested visitors to fill out. People who contact you through your website are usually pretty good leads, depending on how they got to your site.

The trickiest parts of this method for most brokers are driving people to their websites and enticing them to express interest. What follows are just a few of the ways to do that.

Content marketing. Creating keyword-rich content plays a big part in SEO, but it can also be considered a strategy on its own.

With this method, you utilize your knowledge to attract and convert leads. Blogging (especially if you get people to subscribe via email), podcasts, videos, tutorials, e-books, and webinars are all forms of content marketing.

Content marketing also requires a significant time investment before it starts to pay off, not just to create the content, but also to promote it. That's why SEO and social media are important parts of any content marketing plan.

92% OF CONSUMERS trust referrals from people they know.

Paid advertising. Paid advertising can be an effective way to bring in traffic while you wait for those longer-term efforts to start paying off. Social media, especially, has affordable options for attracting targeted traffic. You do pay for every click though, so you need to make sure you're converting those visits into leads at a high rate, or you can burn through your budget quickly.

SEO. If you can get traction, SEO, or search engine optimization, can provide a great ROI. Include keywords your audience uses to search for information in your page headings, image captions, and content.

The drawback is that it takes time to get that traction, and SEO can be a little complex for the average person. Even so, it's critical that search engines know what your website is about, so investing in someone with expertise or learning some of the basics yourself is essential. But be patient—you typically won't see the return on your investment for several months.

If you need a quick primer on SEO or blog writing, then check out [Your Complete Guide to Starting a Real Estate Blog](#). (Don't let the title dissuade you. The information is equally applicable to insurance brokers.)

And don't forget about your offline sources.

You can send people to your website from a business card, flyer, postcard, QR code, or just about any other piece of marketing. In order to get the most from these sources, send people to a specific [landing page](#) rather than just your homepage.

COLD CALLING

It's not always easy to pick up the phone and talk to a stranger, but it's a time-honored way to get new leads.

You know that everyone can use your services, but there are some who may be more open to speaking with

you than others, such as parents with children who are new drivers, new college graduates who may be aging out of their parents' health policies, and newlyweds who need life insurance. You'll earn those leads, though, because every other broker in your area has the same opportunity to go after these people. It's often a numbers game. Be prepared to hear a lot of "no's" for every "yes."

NETWORKING

One of the most effective ways to get high-quality leads is by working your sphere of influence for referrals. Consider some of these statistics:

- 82% of small businesses claim referrals as their main source of new business.
- 92% of consumers trust referrals from people they know.
- 83% of consumers say they are willing to refer your business after a positive experience.
- Customers referred by other customers have a 37% higher retention rate.
- Consumers are four times more likely to purchase from or engage with a business when referred by a friend.

Your clients are a perfect source for referrals because they can speak to the value you provide firsthand. That's why it's so important to stay in contact after the transaction.

Friends, business associates, vendors, and even relatives can also be sources of referrals, so don't be afraid to ask.

[Networking groups](#) can also provide leads, especially if you pass leads on to others. Look for events in your area, on Meetup.com, or join a group such as BNI or LeTip.

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CHAPTER 2



The basic elements of an effective lead generation campaign

All lead generation campaigns share a few basic elements. Understanding each will help ensure your choices and overall strategy deliver success.

TARGET AUDIENCE: WHO ARE YOU TRYING TO ATTRACT?

Not everyone is going to be a good fit for your services, so don't waste time, money, and effort on those who don't fit the profile of your ideal client. Instead, target the people you have the best chance of converting into clients.

For example, if you have expertise finding coverage for people who have been denied elsewhere, concentrate on marketing to people with that situation. Or if you specialize in insuring high-end real estate investments, target developers.

You can even target different audiences with each lead generation campaign. This way you can speak to the specific needs of each.

CHANNEL: HOW ARE YOU GOING TO REACH THESE PEOPLE?

Once you have a good idea of who you are trying to attract, you need to figure out how you're going to do it. Are you going to run ads in your targeted geographic areas? Create a direct mail campaign? Try to get people to find you online? Call them? A combination of methods?

There are many ways to get your message to potential clients, and each requires a unique approach.



All lead generation campaigns share a few ***BASIC ELEMENTS***

- *Your target audience*
- *A channel or channels*
- *An item of value offered in exchange for contact info*
- *A lead capture mechanism*



PROPOSITION: WHY SHOULD THEY ENGAGE WITH YOU?

Remember when we said that you need to give people a good reason to give their contact information or start a conversation with you? Maybe that reason is the unique value you provide to clients. Perhaps you have information that is useful to them. Or you may have a special offer.

You'll want to make each enticement unique to your specific channels and appropriate for your target audience. For example, when farming, demonstrate your trusted expertise and years of experience. But if you're trying to attract renters or first-time homebuyers, offer a resource to educate them on the importance of having adequate coverage.

LEAD CAPTURE: HOW ARE YOU GOING TO COLLECT THEIR INFORMATION AND MOVE THEM FORWARD?

If you're collecting leads online, you should receive notification when someone completes a form. However, if someone calls you, then you'll need to capture their information manually.

When planning your campaigns, decide upfront how you are going to collect information and what specifics you need. It's also a good idea to develop a process for sorting and storing these leads. A CRM is the ideal tool, but at the very least, enter the information into a spreadsheet that you can sort and to which you can add notes.



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CHAPTER 3



How to attract more business with lead magnets

Nobody likes a hard sales pitch. So if you expect people to offer their contact information or open themselves up to conversations, you need to give them a good reason. That's where lead magnets come in.

A lead magnet is something compelling you offer people in exchange for their contact information. It's how some of the most successful internet marketers in the world build their email lists. And you can use them, too.

WHAT MAKES A GOOD LEAD MAGNET?

First, it has to be something that your prospects want and value enough to give their information in exchange. The more information you ask for, the more valuable your lead magnet is going to have to be. And the more immediate the value, the better. People want instant gratification.

Second, it should be focused on your services. This will help you qualify your leads. You could probably get a bunch of email addresses raffling off an iPad, for instance, but you would likely have a hard time moving them along your sales funnel. However, someone who accepts a guide that explains long-term care insurance, on the other hand, may have an interest in protecting their future.

Here are some examples of items you can use as lead magnets:

Blog subscriptions. If you have a blog and publish regularly, offer to email people whenever you post new content.

E-books, white papers, and reports. People often take to the internet to research their needs before making any decisions about hiring a professional or making a purchase. Take advantage of that, and connect with people early in the process. Share your knowledge and expertise with a more in-depth resource than a blog post.

Checklists and worksheets. Lead magnets don't have to be long or complex. A single-page checklist or worksheet can be effective as long as it provides value to your prospects.

Toolkits. You don't always have to create new and original content either. Why not package a collection of resources or articles in one place?

Assessments and quizzes. These types of lead magnets are not only helpful to potential clients, but they are interactive as well.

Be creative and come up with your own lead magnet. Whatever you use, be sure to promote it on your website and to your social media followers.

CHAPTER 4



The biggest mistake insurance brokers make with their lead generation efforts

Seeing everything that goes into lead generation, you can probably imagine that there is plenty of room for mistakes. But there is one mistake that brokers regularly make . . . and it can lay ruin to all their efforts.

What is this common misstep?

Letting leads go cold.

The truth is, sometimes leads can take months or even years to convert into clients. And that's okay.

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*AND THAT'S OKAY.***

**The most important rule of any lead nurturing program is to
*STAY IN TOUCH.***

In fact, connecting with people before they are ready to choose a broker or coverage gives you an advantage. It gives you the opportunity to build a relationship with them so that when they are ready, you'll be the obvious choice.

And the best part is, if you're able to build rapport with these leads, they can refer you to other people even before they become clients themselves.

The most important rule of any lead nurturing program is to stay in touch. If your leads don't consistently hear from you, they'll forget you pretty quickly. Be unforgettable, and develop a schedule for your touch points.

WRAPPING UP



Since developing a steady stream of leads is so important to your business, you don't want to leave it to chance or gut feelings. Track the results of your efforts and adjust your strategy to maximize the return on your investment.

Don't just look at the number of leads when deciding which methods work best. The percentage of leads that convert into clients, the length of time it takes to convert those leads, and the cost per lead are all important metrics to consider.

When you know the results of your lead generation campaigns, you can do more of what works and cut back on what doesn't.

ABOUT REMINDERMEDIA

ReminderMedia has been providing unique and top-of-the-line client follow-up tools since 2003. With an established foundation in the insurance industry, and products like [American Lifestyle](#) and [Start Healthy](#) personally branded magazines, we've developed the techniques and innovations that allow clients in every industry to take advantage of referrals and repeat business like no other solution on the market.

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