

FEATURED CLIENT CASE STUDY

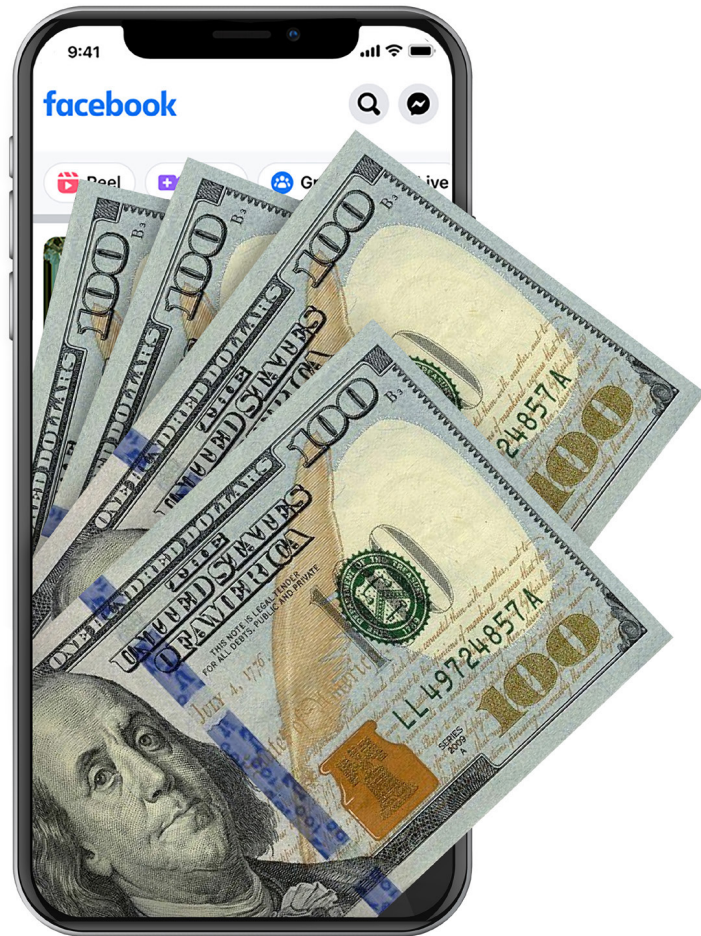
These Brokers Turned \$5 a Day into **602 Leads**—Here's How!

Insurance Leads with ReminderMedia's Facebook Ads



DELAYNA & LEON ELLIOTT BROKERS

World Fidelity Life Insurance
Charlotte, North Carolina
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DELAYNA & LEON ELLIOTT

INSURANCE BROKERS



YEARS IN INSURANCE: **12**



TEAM: **7 active agents**

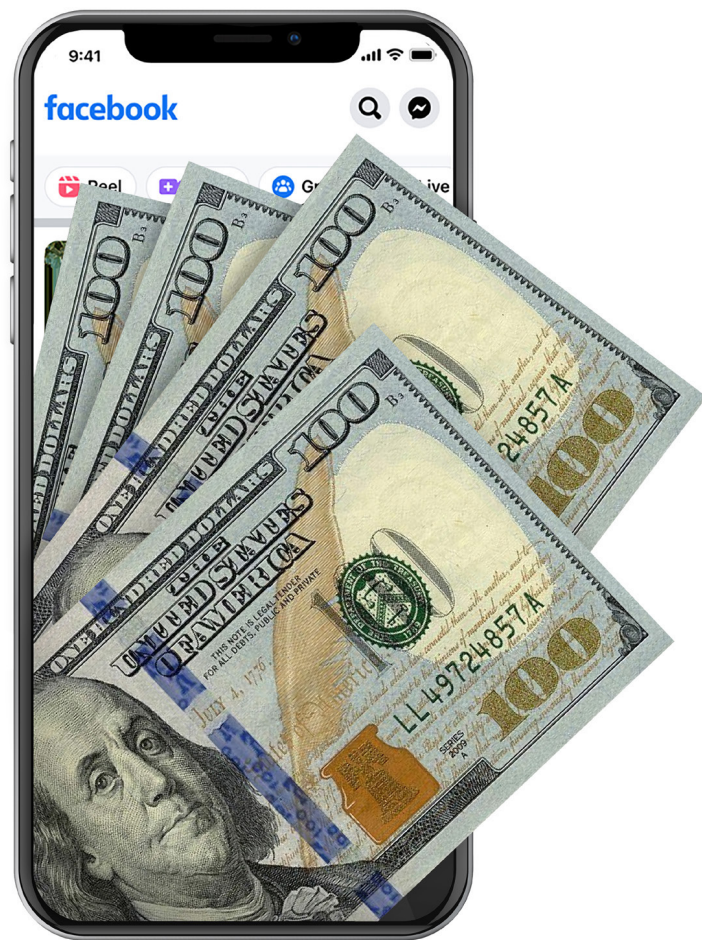


CLIENT BASE: **1,500**



RESULTS:

- DAILY BUDGET: **\$5.00**
- IMPRESSIONS: **45,344**
- LINK CLICKS: **843**
- LEADS: **602**
- COST PER LEAD: **\$1.80**



Why Use **Facebook Ads** from ReminderMedia?



ReminderMedia got us leads we never would have had, and I can honestly say that because we've been trying. Over the years, we have literally spent hundreds of thousands of dollars on all types of marketing and engagement. The best response has come from what we've done through ReminderMedia. That's not just a plug—it's the truth.

-DELAYNA ELLIOTT

DeLayna and Leon's Playbook

"Leads are added to our drip campaign, which gets them our newsletter. We also send them our Digital Magazine and invite them to follow us on social media. ReminderMedia takes care of those for us too.

Once someone has been in our system for a while, we call them. Our touchpoints make this easy. We ask why they downloaded our PDF and if it's been useful, and we make sure they're happy with the newsletter and see what questions we can answer. We want to know what keeps them up at night and how we can serve them.

We don't pitch any business in these first few calls; we just work to provide value. In the past, we approached opportunities from a transactional perspective—get a client signed and move on to the next one. Now we aim for lifelong, generational business. It's not fast, but we're in this for the long term." —DeLayna Elliott



Best Practices

The most important thing you can do to grow your business is follow up with your leads.

Too many service professionals call once, maybe twice, and then give up. That simply means someone else who is willing to make 10, 18, 24 calls—however many it takes—is going to win that client.

Your leads aren't going to call you, so it's essential that you develop the discipline needed to follow up with them. Create a routine by blocking time on your calendar to make your dials, try calling during

different times of the day or evening, and don't hesitate to reach out on the weekend.

When you have a product you believe in, like Leon and DeLayna do with life insurance that protects families from the unthinkable, you won't worry about annoying people with too many calls. If a time comes when they need their auto, home, or other coverage, they'll rush to thank you for "bothering" them.

Success happens when you have a mindset that keeps you moving forward, even when you don't want to.



Why ReminderMedia Marketing Works

"There are so many users on Facebook, but you need a company like ReminderMedia that understands how to write an ad that will reach the audience you want to reach. They enable us to be unique and connect with people who probably wouldn't normally respond to an insurance ad. They get us the leads we're looking for.

We chose ReminderMedia because of the affordability and diversity of services they offer. In one place, we can get direct mail, Facebook ads, digital marketing, social media posts, lead magnets—just about anything we need. It's holistic marketing, and we pride ourselves in providing holistic service, so it aligns.

We also absolutely love the support team. What we do and how we do it is unique, and I was firm about not wanting to be thrown into an assembly line of cookie-cutter marketing. As we talked, our strategist became excited—he was very interested in how we do business and accommodated our needs. Not every company does that; a lot of them want to squeeze you into their model.*

ReminderMedia puts our products and service together in a way that allows us to retain our distinctiveness. I really believe we're in this together."

—DeLayna Elliott

*The Elliotts combine their pastoral commitment with expertise in banking and finance to educate their predominantly Black American audience—particularly women—on the value of life insurance as a wealth-building tool. Dedicated to strengthening marriages, they also coach couples on how to have meaningful conversations about their financial well-being.

Case in Point

"I had to look up what impressions were because I don't understand social media; I don't care about social media. But I did know this—we had to do something other than pay \$175 per lead.

I told my wife, 'I don't know social media, but we've got to figure it out.' That's what ReminderMedia has done for us.



We spend \$5 a day, and in eight months, we've gotten 602 opportunities for new business. That's 75 new leads a month!

Before finding ReminderMedia, we spent \$13K on a campaign to promote a seminar and got 14 people into a classroom and not a single sale." –Leon Elliott

Are You Ready to Get Results Too?

"We're a small team, and we couldn't afford to pay a person to do what ReminderMedia does for us. With one company, we've got a whole team of marketers and designers. Don't do it on your own; work with these folks. They're affordable, they love what they do, and they care about your success." –DeLayna Elliott

Book a call with one of our Facebook marketing strategists!

They'll explain how we set everything up for you—all you need to do is call the leads you collect.

