

16 MARKETING TIPS FOR 2016

1. HOSPITAL MARKETING



EVERY FAMILY THAT HAS A BABY AT THEIR LOCAL HOSPITAL RECEIVES A TAKE HOME BAG. CONTACT THE HOSPITAL ABOUT PUTTING AN ADVERTISEMENT IN THE TAKE HOME BAG.

MOST HOSPITALS WILL ONLY CHARGE A MINIMAL FEE AND WILL PUT YOUR ADVERTISEMENTS IN THE TAKE HOME BAG FOR YOU.

THIS IS A GREAT LOW COST WAY TO GET IN FRONT OF INDIVIDUALS WHO HAVE JUST HAD A LIFE-CHANGING EVENT AND HAVE A NEED FOR MORE LIFE INSURANCE.

2. FIREMAN'S FUND

EVERY FIRE DEPARTMENT HAS AN ALLOCATION OF ADDITIONAL FUNDS THAT CAN BE USED AT THE DEPARTMENT'S DISCRETION.

MOST FIRE DEPARTMENTS DON'T HAVE GROUP LIFE INSURANCE.

THIS CAN BE A GREAT OPPORTUNITY TO TALK ABOUT USING A PORTION OF THOSE FUNDS TO BUY SIMPLIFIED ISSUE TERM OR SIMPLIFIED ISSUE PERMANENT INSURANCE

3. CHAMBER PACKAGE

THE CHAMBER OF COMMERCE HAS WELCOME PACKAGES FOR INDIVIDUALS WHO ARE MOVING TO A NEW CITY.

THIS CAN BE A GREAT OPPORTUNITY TO MARKET TO NEW PROSPECTS WHO ARE MOVING TO A NEW CITY.



THESE PROSPECTS WILL TYPICALLY NEED TO FIND A NEW ADVISOR AND THEIR BENEFITS MAY HAVE CHANGED WITH A NEW JOB OR TRANSFER.

4. NEWSLETTER APPROACH



CREATING A NEWSLETTER DISTRIBUTION IS A GREAT WAY TO UNCOVER NEW BUSINESS AND STAY IN FRONT OF PROSPECTS.

USE AN OPEN-ENDED QUESTIONNAIRE TO IDENTIFY CLIENT CONCERNS.

THE NEWSLETTER CAN EVEN BE AN E-NEWSLETTER, WHICH REDUCES COST TO ALMOST NOTHING.

5. OFF MARKET HOLIDAY

PROSPECTS ARE USED TO GETTING CHRISTMAS AND BIRTHDAY CARDS.

A GREAT IDEA IS TO MAIL A CARD ON OFF-HOLIDAYS SUCH AS THANKSGIVING OR 4TH OF JULY, OR EVEN GROUNDHOG'S DAY!

IT'S AN ADDITIONAL TOUCH AND YOUR CARD DOESN'T GET LOST IN THE SHUFFLE. YOU CAN EVEN APPLY OFF-HOLIDAY MARKETING TO DIRECT MAIL OFFERS AND EMAIL BLASTS.

6. FREE ERISA

WITH THE CURRENT ECONOMIC CLIMATE MANY FIRMS ARE DOING LAYOFFS.

INDIVIDUALS WHO HAVE BEEN LAID-OFF HAVE LOST THEIR GROUP TERM PLANS.

IN ADDITION THEY MIGHT HAVE FUNDS IN A RETIREMENT FUND THAT NEEDS TO BE ROLLED.

FREE ERISA WILL GIVE YOU A LISTING OF COMPANIES DOING LAYOFFS IN YOUR AREA AND THE NUMBER OF LAYOFFS.



7. PBGC

THE PENSION BENEFIT GUARANTEE CORPORATION WAS SET UP TO MANAGE PENSION FUNDS FROM BANKRUPT COMPANIES.

BEFORE 401K'S BECAME PREVALENT MOST COMPANIES OFFERED PENSIONS

MANY INDIVIDUALS OVER THE COURSE OF THEIR LIVES HAVE HAD SEVERAL JOBS AND MAY HAVE OLD PENSIONS THEY WEREN'T AWARE OF.

THE PBGC WEBSITE ALLOWS YOU TO DO A SEARCH FOR AN INDIVIDUAL AND IF THEY DO HAVE AN OLD PENSION THIS CAN BE A POTENTIAL.



8. HOLD A RAFFLE / OFFER A PRIZE

HOSTING A RAFFLE AT AN EVENT IS A GREAT WAY TO COLLECT INFORMATION ON POTENTIAL PROSPECTS.

HAVE EVERYONE FILL OUT A REGISTRATION CARD FOR THE RAFFLE AND FOLLOW UP AFTERWARD.

MANY EVENTS WILL LET YOU BE A SPONSOR AND HAVE A BOOTH FOR A SMALL FEE.

9. CONTENT MARKETING

CREATING GOOD, RELEVANT CONTENT IS A GREAT WAY TO GET IN FRONT OF POTENTIAL CLIENTS IN A NON-INVASIVE WAY.

IT DEMONSTRATES YOUR EXPERTISE AND ALLOWS YOU TO EDUCATE PROSPECTS ON TOPICS THAT MAY ALREADY BE OF INTEREST TO THEM.

FRESH, REGULAR CONTENT HELPS YOUR WEBSITE'S SEO.



10. EXTERNAL TERM CONVERSIONS

SEVERAL CARRIERS WILL DO EXTERNAL TERM-TO-TERM CONVERSIONS.

THIS CAN BE A GREAT WAY TO REPLACE AN OLD TERM POLICY WITH A NEW TERM POLICY AT A POTENTIALLY LOWER COST

11. VIDEO

ACCORDING TO ICE PORTAL, RICH MEDIA, SUCH AS VIDEOS OR INTERACTIVE VISUAL TOOLS, "INCREASE CONVERSION RATES BY 64%."

VIDEO IS BECOMING AN INCREASINGLY RELEVANT MARKETING AND COMMUNICATION TOOL FOR SMALL BUSINESSES.

WHILE MANY ADVISORS THINK THEY NEED HIGH-TECH SET-UPS, MOST BASIC MARKET WEB-CAMS OFFER QUALITY VIDEO AT RELATIVELY INEXPENSIVE PRICES.

VIDEOS CAN BE USED ON YOUR WEBSITE TO ENHANCE USER EXPERIENCE. YOU CAN ALSO USE VIDEOS TO COMMUNICATE DIRECTLY TO YOUR TARGET MARKET THROUGH VIDEO-NEWSLETTERS AND EMAIL MARKETING.

12. SYNDICATE CONTENT

WHILE CREATING CONTENT IS A GREAT WAY TO MARKET YOURSELF, YOU SHOULD LOOK AT ALL THE DIFFERENT CHANNELS YOU CAN PUBLISH YOUR PIECES.

DON'T SIMPLY LEAVE GOOD CONTENT SITTING ON YOUR WEBSITE. LEVERAGE YOUR ARTICLES THROUGH SOCIAL MEDIA, FORUMS, NEWSLETTERS, AND ADVISORS WEBSITES.

13. CREATE DIGITAL EXPOSURE

SETTING UP A LISTING ON A DIGITAL PLATFORM IS VERY HELPFUL IN HELPING CONSUMERS FIND YOUR LOCATION AND DISCOVERING YOU. LISTINGS MAY ALSO HELP YOUR WEBSITE SEARCH RANKING. CONSIDER USING THE FOLLOWING WEBSITES FOR LISTINGS:

ANGIESLIST
ASK.COM
EZLOCAL.COM
FOURSQUARE
ETFREELISTING.COM
STOREBOARD.COM
HOTFROG
CHAMBEROFCOMMERCE.COM
MOJOPAGES
MYLOCALLY
MANTA
YELP



14. EMERGENCY RESPONSE TEAM

TEST OUT THE EMERGENCY RESPONSE REFERRAL STRATEGY.

WHEN AN INDIVIDUAL PASSES AWAY THE ADVISOR MIGHT NOT GET IMMEDIATELY NOTIFIED.

WHEN YOU TAKE AN APPLICATION ASK THE INDIVIDUAL FOR THE NAMES AND CONTACT INFORMATION OF THE PEOPLE THEY TRUST THE MOST.

SET UP A MEETING WITH THE INDIVIDUAL TO GO OVER WHAT THE EMERGENCY RESPONSE TEAM MEANS AND DISCUSS YOUR VALUE PROPOSITION.

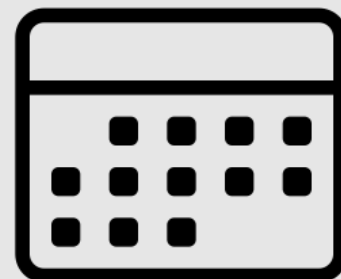
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15. MARKETING AROUND EVENTS

LIFE INSURANCE AWARENESS MONTH (SEPT.)
DISABILITY INSURANCE AWARENESS MONTH (MAY)
LTC AWARENESS MONTH (NOV.)
ANNUITY AWARENESS MONTH (JUNE)

THERE ARE MORE INSURANCE EVENTS DURING THE YEAR THAN THIS BUT THE POINT IS THAT THERE IS AN UPTICK IN COLLATERAL MARKETING DURING THESE TIMES.

TAKE ADVANTAGE OF THE INCREASED MARKETING DURING THESE TIMES TO TARGET CONSUMERS THAT MIGHT BE INTERESTED OR HAVE A NEED FOR THESE PRODUCTS.



16. CREATING A SALES FUNNEL

A SALES FUNNEL CAN BE ONE OF YOUR MOST POWERFUL TOOLS AND UNFORTUNATELY MANY ADVISORS DON'T THINK TO HAVE ONE.

A SALES FUNNEL SIMPLY DIAGRAMS THE PROCESS A LEAD TRAVELS THROUGH YOUR SALES PIPELINE AND OUTLINES MARKETING ACTIVITY. MANY ADVISORS QUIT ON A LEAD AFTER THREE OR FOUR PITCHES. SOME LEADS MAY TAKE MANY MARKETING TOUCHES OVER SEVERAL MONTHS BEFORE CONVERTING.

WHEN YOU FIRST CONNECT WITH A LEAD YOU WILL PROBABLY ENGAGE MORE ACTIVELY, THROUGH PHONE, EMAIL, AND IN-PERSON APPOINTMENTS. IF THESE ATTEMPTS ARE UNSUCCESSFUL, PLACE THE LEAD ON AN EXTENDED FOLLOW-UP LIST AND DRIP CAMPAIGN.

YOU PROBABLY HAVE THE BASIC COMPONENTS OF SALES FUNNEL IN THE WAY YOU INTAKE LEADS, BUT DRAWING OUT THE PROCESS CAN HELP MAKE YOUR SYSTEM MORE EFFICIENT AND UNCOVER POSSIBLE FLAWS. IT GIVES YOU AND YOUR TEAM A LEVEL OF ACCOUNTABILITY WITH REGARDS TO LEAD PROCESSING.



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