



CREATING A MARKETING PLAN

MAXIMIZE YOUR MESSAGE AND MARKETING

The Medicare Café

Where agents drink java and talk shop

SMS-University.com

(800) 689-2800



MARKETING IS A
NEVER ENDING
CAMPAIGN





Do you need a marketing plan?

Yes. Want proof?

Let's say you were wanting to grow your agency. You decide to hire an office manager who will be responsible for your advertising.

During the interview process, the applicant says their marketing method is to "just wing-it and see what happens." Would you hire them?

Of course not. You want someone who will make the most of your marketing message and maximize your return on investment (ROI).

If you wouldn't accept this method of "winging-it" from an employee, why would you accept it from yourself?

"But this does not apply to me, I cannot afford an office manager!" If this is the case, you need a marketing plan so you can get to the point where this does apply to you.

Planning without action is futile, action without planning is fatal.



WHAT'S UNDER THE MARKETING UMBRELLA?

AWARENESS

TREND
AGENCY REFERRALS PLAN
GROWTH CLIENT RETENTION
MARKETING
BRAND PROMOTIONS
CUSTOMER BUSINESS
FOCUS ADS PLANNING
AFFILIATION PROJECT MANAGEMENT
CONTENT NETWORKS

LEADS GENERATION

A photograph of a person's hands writing in a notebook on a desk. In the background, there is a laptop, a colorful highlighter, and a white cup of coffee on a saucer with a spoon. The scene is dimly lit, suggesting an office or study environment.

QUICK SELECTION

Click the topic below to go directly to that section:

[Medicare Café Marketing Form](#) (START HERE)

[Mass Marketing vs. Niche Marketing](#)

[Unique Selling Proposition](#)

[Brand Awareness](#) (Social Media)

[Marketing Methods](#)

[Return on Investment](#) (ROI)

[Retention](#)

SIMPLE MARKETING PLAN FORM

Start Simple.

You can download the most complex marketing plans online from numerous sources. However, the more complex something is, the less likely it will get used.

We created this simple marketing form to get you started.

MEDICARE CAFÉ MARKETING CAMPAIGN



CAMPAIGN: _____

DESIGN

Target Demographic:

Message:

How I will get the message out / Vendors / Partners:

LAUNCH

Campaign Launch Date / Length:

Tracking Leads / Appointments / Sales:

LEADS:

APPOINTMENTS:

SALES:

NOTES:

REVIEW

Cost Per Sale (campaign cost / sales = cost per sale):

Next Steps with New Clients:

Updates / Changes for Next Campaign:

DOWNLOAD
YOUR
COPY

DOWNLOAD



USING THE FORM



Most successful salespeople have a notebook full of thoughts, ideas, concepts, etc. That is what this form is designed to do for you.

This form is designed to be a “living document”

A living document is one that adjusts with time. This is not designed to be used once, filed in a drawer, and then taken out months later.

This marketing campaign form is designed to move through the campaign with you. The more you use this document, the more valuable your campaign will be.

Will this result in more sales?

Yes! It will allow you to have better campaigns in the future based on your efforts and how often you track sales that you make now.

Using the form

The form is for you to use as you see fit. There is no wrong way to use the form. You may find that you are using it different ways for different campaigns, or you may end up using your own form.

Section 1

DESIGN

Designing Your Campaign

Target Demographic

Who is this campaign for?

The more detailed and focused a campaign is, the more the message will resonate with the audience. A few examples:

- General audience – Anyone with Medicare
- Current Clients
- Prospects
- Product Specific (Cancer, Hospital Indemnity, etc.)
- T65 (generating leads of people turning 65 years old)

Message

What are you wanting this campaign to do? What is your call to action?

- Lead Generation
- Retention
- Invitation (seminar invite)
- Etc.

How will you get the message out?

What marketing methods will you be using? This can be a multi-platform campaign, such as a combination of mailers and social media posts. Don't limit yourself to just one marketing method.

List out all the methods you will be using and start building assets to go along with it, such as social media images and eNewsletters.

Section 2

LAUNCH

Getting Your Campaign Off the Ground

Campaign Launch Date / Length

When will you start this campaign?

What date will your campaign start?

How long will the campaign last?

The more detailed the information you have, the more effective your campaign will be.

Tracking

This is a vital step in the process. The more you know about how well (or how poorly) your campaign has performed, the better you can plan out your next one.

This is also vital for following how profitable your campaign is. Without this data, you cannot know if your campaign was worth the investment.

Notes:

This section is just for miscellaneous notes. You also have the entire backside of the form for additional notes.

The more notes you have, the more data you will have. The more data you have, the more intelligent your campaigns. The more intelligent your campaigns, the more profitable they will be.

Section 3

REVIEW

Review

Cost Per Sale

This is also known as Cost Per Acquisition (CPA).
What did it cost you to bring on a new client?

$\text{Marketing Campaign Cost} / \text{Number of Sales} = \text{CPA}$

The more profitable your campaign is, the more you should be performing the campaign or similar campaigns.

Knowing how to spend your marketing dollars with maximum results is the entire point of marketing.

You can also calculate other costs:

$\text{Campaign} / \text{Number of Leads} = \text{Cost Per Lead}$

$\text{Campaign} / \text{Number of Appointments} = \text{Appointment Cost}$

Next Step with New Clients

It costs upwards of 5x's to replace a client than to retain a current client. Make sure you are sustaining your profitability beyond year 1.

Going from a prospect to a client is just the beginning. Insurance sales is about forming a trusted advisor relationship with your clients, not just a one-time transaction.

Make sure you are not consistently spending money on merely replacing clients!

Updates / Changes for Next Campaign

Now that this campaign is complete, what is next?

What are you going to do differently?

MARKETING DEFINED

Mar-ket-ing

/ˈmɑːrkədiŋ/

Noun

The action or business of promoting and selling products or services, including market research and advertising

Two main forms of marketing to focus on are niche marketing and mass marketing.



Niche marketing: focusing a specific product to a targeted audience is typically the most effective marketing for insurance agents.

Niche marketing is usually the way to go. Mass marketing can quickly become a waste of your marketing budget if it isn't right for you, which is why you should avoid it.

Why not always Mass Marketing?

Mass marketing is designed to reach the most amount of people (mass) with a message that will appeal to the as many people as they can. This typically means a product or service that appeals to the masses, such as shipping (FedEx), big box retailers (Walmart), fast food (McDonalds), and other companies that work in general with the public.

This ties in very closely with brand awareness. Brand awareness is designed to plant the seeds of a product or service for when you may need it later in life. You may not be hungry now, but you will need to eat eventually, and that McDonalds ad you saw on a billboard 2 miles ago (along with a lifetime of ads) may just be the nudge it takes to get you to pick up a Big Mac.

"But that is what I want! I want people to do that when they think insurance, to think of me!" This is understandable, but do you have the budget and time to make this work?

Mass marketing is based on large volume, expensive ad campaigns.

Mass Marketing = MASSive Budgets

These are the same companies that will spend upwards of \$5 million on a 30 second Super Bowl advertisement (that is around \$167,000 per second). You may not act during the Super Bowl, but that seed for their product or service has been planted.

Do you have the budget and the time to spend millions of dollars and wait upwards of months or years for a return? Probably not.

Enter Niche Marketing

Niche marketing is effective because it targets a specific group to a specific product.

For example, Dual Special Needs Plans (DSNP) Medicare Advantage plans target people with Medicare and Medicaid. DSNP ads likely will not run on billboards in affluent markets. However, at the local food bank, DSNP campaigns could be effective.

This could also take a more mass-market product, such as final expense, and target market a certain demographic, such as diabetics. With guaranteed issue final expense plans on the market, regardless of the amount of medications or progress of diabetes in a client, you can offer some level of coverage.

Niche marketing can be found across other markets. Pick up a market specific magazine and you can find targeted ads for that genre of clients. You may not see Nikon camera ads in People magazine, but in Digital Photographer, you will more than likely see some. You may not find maternity clothing ads in Car and Driver, but in Parenting magazine, you will run across some. This is niche marketing.

The more a product or service relates to you, the higher probability you will act.

YOUR MARKETING NICHE

Pick A Product / Target Audience

Focus on something more specific than just all Medicare beneficiaries. You can focus on a product, a specific illness or condition, or a combination there of.

What Can You Do For Them?

Once you pick your niche, what is your message? Think of a message that you can put out that will inspire action.

Some examples:

- Medicare has no coverage for dental (awareness)
- Cancer costs Medicare Beneficiaries over \$5,000 out of pocket (financial concern)

What is Your Call To Action

Now that you have their attention, what should they do? Set an appointment? Download a free guide? Attend an event?

Multi-Platform

Don't just focus on one type of message, such as a mailer. Make this message consistent across your marketing platforms.

- Newsletter
- Website
- Social Media
- Email Signature
- Etc.



Great Data Goes with Great Marketing

If you are looking to have great marketing campaigns, you will need great data to go with it.

This is where your client relationship manager (CRM) can really come into play. The more detailed information you put in your CRM, the more accurate and targeted marketing efforts you will have.

If you have a targeted list of people who talked about cancer in fact finder, doing a campaign about a cancer plan will likely get you a higher response rate than a campaign that you run without strategy.

If you are wanting to run a hospital indemnity campaign, pull out all your clients who have a MA plan and market to them.

The more detailed data you can pull from, the more valuable your book of business can be!

Need a CRM? Contact Senior Marketing Specialists for options depending on your needs and budget!

WHY YOU?



Many agents sell the same lines of coverage, even the same plans, so what makes you different?

This answer can help you brand yourself and drive clients and referrals to you!

This is called your Unique Selling Proposition (USP).

Another way to think of your unique selling proposition is it will complete this sentence:

My clients refer their friends and family to me because _____.

Many companies have USP's that you may not have even realized:

Saddleback Leather: "They'll fight over it when you're dead."

Avis: "We're number two. We try harder."

FedEx: "When it absolutely, positively has to be there overnight."

M&M's: "Melts in your mouth, not in your hands."

Geico: "15 minutes can save you 15% or more."

HOW TO BUILD YOUR USP

4 Easy Steps:

1. What are some of the benefits of working with you?
2. What problems can you solve?
3. What is your promise?
4. Put it all together.

1. What are some of the benefits of working with you?

Honest, knowledgeable, trustworthy? These will not work. Don't use expectations. You expect a professional you work with to be honest, knowledgeable, etc. You need to pick out some other value adds. Some examples can be local, years of experience, easy, etc.

This can also apply to your background, such as being a teacher, veteran, being a Medicare beneficiary yourself, etc.

2. What is a problem you can solve?

If buying insurance was simple, we (agents) would not be needed. However, buying insurance is a very personal and potentially confusing process. This is where you come in. Think about the process your clients and prospects are going through, and now visualize yourself helping them. This is what you need to convey in your message.

Examples:

- Taking the worry out of decision making
- Making the confusing easy to understand
- Giving clients peace of mind

3. What is your promise?

This is the pledge to your clients. What are you going to deliver? What can your clients expect from you?

Examples:

- Professional advice
- Clear decisions
- Personalized care

4. Bring it all together!

Now that you have a list, it is time to form your USP. This can be a sentence or more of a tag line. This should be clear and not have to make your clients or prospect think of what it means. Example: "Saving seniors time" could mean a ride share service or a quicker way to clean their home.

Some examples:

"Your Medicare Coverage Made Easy"

"Insuring you the right coverage"

"Medicare Insurance You Can Rely On"

"Personalized Medicare Coverage"

NOTE: Your USP cannot be your title. Per compliance, you cannot have Medicare in your title, but this can be your tag line. Example:

Joe Smith <- Name

Licensed Insurance Agent <- Title

Personalized Medicare Coverage <- Tag Line

BRAND AWARENESS

facebook

Creating a name for yourself in your market is where mass marketing will come into play.

Brand awareness is what your Facebook business page is designed to do. Facebook has an almost never-ending reach, the basic service is free, and it is simple to use.

FOCUS ON FACEBOOK

Facebook is still the #1 social media platform, especially for people over the age of 50.

“But I heard Facebook is dying off!” There is less usage from teenagers, but that is not your target market. When it comes to the Medicare market, Facebook is the place to be.

The Goal

When people think Medicare, they think of you.

This will not be an overnight process. This is not posting consistently for a couple of weeks then thinking your brand awareness is complete. This is a long-term commitment that will pay off 10-fold if done correctly.

This is how you build a steady referral platform.

The Challenge

There is endless competition when it comes to grabbing the attention of a person. Their friends, family, hobbies, interests, etc. all want them to “like” or comment on their posts. This is what you are competing against.

The #1 reason Facebook campaigns and pages fail is inconsistency. The biggest brands in the world are still spending millions on keeping their name in the market. Look at the billboards next time you are driving down a highway. You will likely see McDonalds ads. McDonalds is the #1 fast food chain in America, has been for years, and they still advertise (fun fact, they sell on average 75 hamburgers every second).

Getting through that “noise” is not an easy process.

How often should you post?

At least 3 times per week. Sound like too much? There is a good chance many of your posts will not be seen.

On your business page, you can click on Publishing Tools at the top and see the reach and actions of your posts. You will find that not every person that liked your page will see your post every single time.

Page

Inbox

Notifications

Insights

Publishing Tools



Ad Center

More ▾

Here you can see what posts had the most reach. This will help you decide what content is the best for your audience.

Senior Marketing Specialists Has You Covered

If you have an active contract with Senior Marketing Specialists, you can join the SMS Agent Connect Group that will provide you with content to post every single week.

[CLICK HERE](#) to join the group!

Top Tip for a Successful Facebook Page:

Don't Sell

The #1 reply to a salesperson that approaches a customer in a store is *“I'm just looking.”*

Most people do not want to be bothered by a salesperson when they are “shopping.” The same applies to your posts online. The more you post about someone buying insurance, the more your posts will be scrolled past.

You are branding yourself as a trusted resource. 90% of this should be offering tips and ideas for Medicare beneficiaries. You can drop hints that you can help, such as stating that Medicare has no dental coverage, but you have solutions.



SOCIAL MEDIA LEAD GENERATION

Can't I generate leads on social media?

Short answer: Yes.

You can run ads on social media, usually Facebook for the senior market, which can generate leads.

Should you run ads? Yes, but be strategic.

Facebook has an ad manager platform that is designed for running campaigns on their platform. This system can be very overwhelming for someone who does not use it on a regular basis.

If you are willing to put forth the time to learn the ins and outs of the ad manager platform, you may be able to generate leads for less than purchasing them from a vendor. However, this will require A/B testing, trial and error, dealing with consistent Facebook changes and updates, etc.

You should be doing this if you are doing your own marketing, but you must commit to the process.

TIP:

Focus on building your brand on social media first. Then down the road, should you decide to use Facebook for lead generation, your page has more "weight" in the market.



MAXIMIZE SOCIAL MEDIA

BOOSTING YOUR POSTS

Boosting your post is a very effective way to get your name out to people who may not have liked your page but could benefit from your services.

Boosting is not designed to generate leads, rather to generate awareness (i.e. Brand Awareness).

When you choose to boost a post, a window will open up that will allow you to build out your boost with the following options:

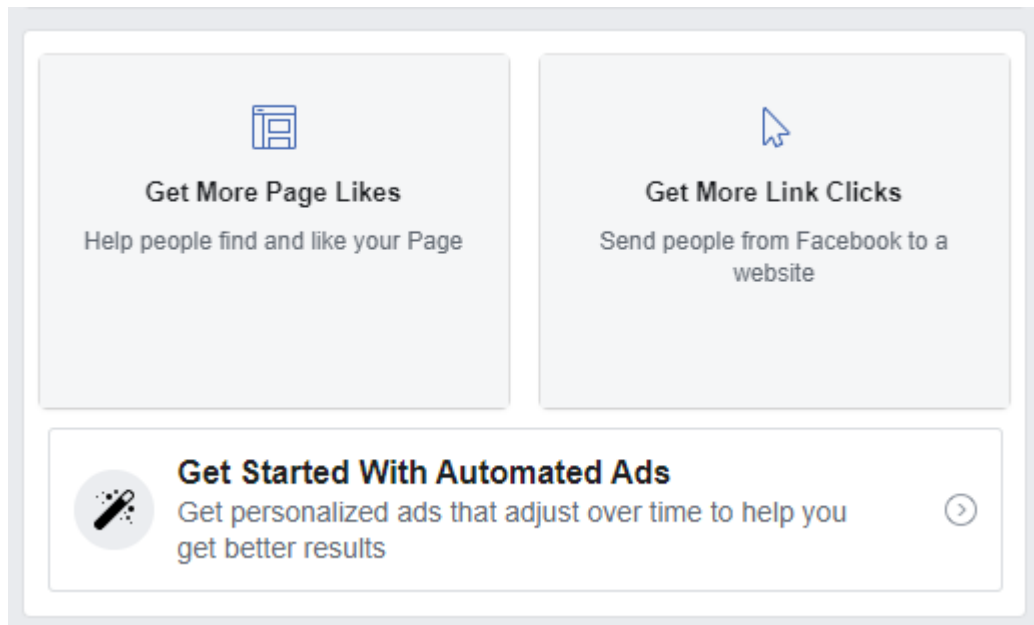
- Your Objective (send to a website, comment/share, connect)
- Post Button (call to action)
- Your audience (age, location, etc.)
- Budget / duration

All this is done in one window and then you are done!

Will this generate leads?

When you are driving on highway, those billboards may not generate a sale right away, but they have made you aware of the business for the next time you see their ad or logo. Boosted ads do the same thing on Facebook. They are like digital billboards on a Facebook feed, making people aware and possibly driving them to take action.

FACEBOOK WANTS YOU TO SPEND MONEY



Facebook will give you suggestions on what you can do with your page. The above screen shot is from the Medicare Café page. All these options come with a cost to perform, but the cost may only be \$20.

Is it worth clicking on? Yes. There is no harm in clicking the suggestions Facebook makes. You do not have to commit to them, but it is worth checking out if you are looking to grow your Facebook page.

Social Media Quick Tips:

- Facebook is the main platform for the 50+ market
- Yes, you need to be on Facebook
- No, you do not have to spend money
- Yes, you can further your reach by boosting posts
- No, you should not focus on lead generation
- Yes, Senior Marketing Specialists will help you



Marketing Methods

There are numerous types of marketing you can perform, depending on your interest, time, and budget. You may find you prefer one method over another or one that performs better than the rest.

There is no “one-size-fits-all method when it comes to marketing. Here are some common methods agents use depending on the type of target audience they are working with:

- Cold Calling
- Business Reply Card (BRC) Mailers
- Other Mailers
- Door to Door
- Seminars
- Purchasing Leads
- Annual Reviews
- eNewsletters
- Client Appreciation Events
- Professional Partners
- Other Ideas

What to do with all these methods:

- Pick 3
- Perform them for a quarter
- Evaluate your performance
- Decide to continue / hire it out / change tactics



Quick Notes / Tips on Marketing Methods

Even with the most detailed outline of each marketing method, your results could greatly vary from other agents. The best way to determine what method is right for you is to perform the method and decide if you enjoyed it or would rather step on numerous Lego pieces.

The following pages give a quick overview of each method along with some tips and ideas to get you started. If you would like more detailed information, please contact us! We can put together a more detailed plan specifically for you.

TERMS USED

Lead – A person who has expressed interest in your services but does not know who you are

Prospect – A person who knows of you but has never purchased an insurance policy from you

Client – A person who has purchased a policy from you

Attention – A marketing piece that may not incite an action other than getting the recipient to remember who you are

Retention – Keeping clients and prospects from using another source for insurance

Lead Generation – Creating new contacts who have expressed interest in your services

Brand Awareness – Making consumers familiar with your brand and services

COLD CALLING

A close-up photograph of a person's hand holding a silver smartphone. The person is wearing a dark suit jacket and a white shirt with a tie. The background is dark and out of focus.**Purpose:**

Lead Generation

What is it?

Picking up the phone and calling strangers that may or may not have an interest in your service.

Tips:

Use an Auto Dialer

An auto dialer is software that can dial multiple numbers at the same time. You simply load the data into the program, plug your headset into your computer, and wait for someone to pick up the phone.

1 Lead Per Hour

How many leads can you expect? 1 per hour seems to be a standard starting point. This of course will vary on your phone skills, quality of the data, etc.

Notes:

DNC

You will have to follow the Do Not Call Registry (DNC) regulations. Here is the Federal Trade Commission (FTC) Q&A: [CLICK HERE](#)

Your data provider may also have some advice and tips for you and should be providing DNC compliant lists

MA and Part D Plans

CMS prohibits unsolicited contact for MA and Part D sales. Unless you have expressed permission to contact the prospects regarding MA and Part D, you cannot contact them for these lines of coverage.

BUSINESS REPLY CARDS (BRC)

Purpose:

Lead Generation

What is it?

Mailing out a card for the prospect to complete and send back to create a lead card.

Tips:

Use Professional Services

It will be far more beneficial and cost effective to use a professional service, or mail house, to create a mail campaign than design one on your own. They have far more experience to know what may or may not work.

1.5% Return

How many leads can you expect? 1.5% return seems to be a good middle ground per 1,000 pieces mailed (or 15 leads per 1,000). Some campaigns may pull higher, but this can vary.

Get the List

You can request the data used (names, addresses, phone numbers if available) from the mail house. Do this! This makes a great door to door data sheet.

Notes:

MA and Part D Plans

If you are looking to generate MA and Part D leads, the card will have to be CMS approved.

OTHER MAILERS



Purpose:

Prospect and Client Attention and/or Retention, and Cross Selling

What is it?

Mailing out a flyer with information that is designed for the recipient to act. This is typically more personalized information with your name and contact information as the prospect and/or client should know who you are.

Tips:

Color is Cost Effective

Color flyers and brochures will have more impact than a black and white letter. This is preferred, providing it is not too expensive.

Use a Headshot

It is hard to create a personal touch over mail, but adding your headshot to remind clients and prospects what you look like can add a more human touch to the piece.

Handwrite the Envelope

Handwritten envelopes will get more attention and opens than standard labels.

Notes:

Always include multiple ways to contact you

Don't just put a phone number on your materials. Include your email and website so your clients and prospects have various communication options to reach out.



DOOR TO DOOR

Purpose:

Lead Generation

What is it?

This is going to a person's residence and knocking on the door to introduce yourself and services.

Tips:

More effective in urban areas

The higher concentration of houses the better in order to minimize travel time.

Have something to hand out

It helps to make you more legitimate if you have materials to hand out besides just a business card. You can have your own personal flyers and/or personalized flyers from the carriers you represent.

Clipboard and nametag

If you want to look prepared, have a clipboard. Clipboards make you look like you are there with a purpose (which you are). You can also print your own name tag to hang from a lanyard.

20/5/1

20 door answers / 5 appointments / 1 sale

This is the expectation from insurance agencies. For every 20 doors answered (not just knocked on, but answered), you should set 5 appointments, which should result in 1 sale.

Notes:

Municipal laws

Some cities require permits to go door to door for sales. While this is designed in many cases for the sale of actual products, such as fund raisers, insurance solicitation may also apply.

No Soliciting Signs

Be respectful of people who have no soliciting signs.



SEMINARS

Purpose:

Lead Generation
Retention
Brand Awareness

What is it?

Performing a presentation about a topic of interest to the audience.

Tips:

Practice

There is nothing worse than watching someone struggle in front of an audience. Make sure you have practiced your presentation! Suggestion: Look into Toastmasters. [CLICK HERE](#) for more info

Location

Make sure your location is easy to access for seniors. This includes ambient noise, parking, lighting, etc.

Call to action

Once the event is over, then what? Make sure there is a clear call to action for after the seminar ends.

Topics

Medicare 101 seems to be the default seminar for agents. While this is a great seminar, it really only draws in new Medicare beneficiaries. If you are looking for a further reaching topic, here are some ideas:

- Saving Money on Prescription Drugs
- Top 10 Medicare Tips
- Medicare & Diabetes



PURCHASING LEADS

Purpose:

Lead Generation

What is it?

Buying leads from a vendor who has already generated the lead or contact.

Tips:

Exclusive vs Shared

There are two main types of leads on the market; shared and exclusive. Shared leads are sold multiple times and possibly to call centers that auto load the leads into their system for an almost instant contact. Exclusive leads are sold to only one source.

Preset appointments

Some lead vendors offer preset appointments, where all you must do is show up for the meeting. While these may sound very tempting, ask how the appointment was set and what scripts were used. It is normal to run preset appointments that were only expecting a mailer and not an actual person showing up or thought it was for something else, not insurance.

What is the return policy?

Make sure you know what the return policy is for the leads. For instance, if you are purchasing leads and the phone number and address are bad, can you return the lead for a refund or replacement? Or are leads considered "discounted" and no returns available?

Research the company

Before you purchase leads, make sure you are researching the company to see what others are saying about working with them.



ANNUAL REVIEWS

Purpose:

Retention
Cross Selling

What is it?

Meeting with current clients to review their coverage.

THIS SHOULD BE OFFERED TO ALL OF YOUR CLIENTS

Even if your current clients do not want to meet, they should know this is an option. In one study of over 3,000 beneficiaries in the 2019 AEP, 49% of people who changed plans were satisfied with their plan, but still shopped the market.

Tips:

Don't just sell

Many agents are eager to give solutions that involve the client purchasing an insurance policy. However, there are many situations that you can give advice or resources for that do not require a policy.

Example:

If a client has COPD, aside from a home health or final expense plan for which both have little to no underwriting, you could offer groups or organizations that can help them with their condition. You can find some of these organizations at [Needymeds.org](https://www.needymeds.org) under the patient savings tab.

What has changed?

Do your clients have new fiscal or health concerns since the last time you met? Make sure you get a new landscape of your client's situation every time you meet with them.

eNEWSLETTER

Purpose:

Retention
Cross Selling

What is it?

A monthly or quarterly newsletter (via email)

Tips:

Make it more local than about you
Rather than having the Medicare Café Insurance Agency Newsletter, have a local Medicare newsletter.

Example:

Rather than the Bob's Insurance Newsletter, have the Mid-Missouri Medicare Updates Newsletter.

Frequency

eNewsletters should be sent out at least once per quarter. You can increase this to bi-monthly or monthly, as long as you keep up to date with them.

Cross Selling

If you are wanting to inform your newsletter subscribers what additional services you offer, which you should be doing, a newsletter is a great place to drop a hint. Subtly make the last section about this.

Notes:**Free Service**

Mail Chimp has a free account provided you have less than 2,000 email or send out less than 12,000 emails per month. For more details: <https://mailchimp.com/>

Images

You cannot simply go to Google Images and use their photos. Some photos are protected by copywrite. However, there are some free services out there:

Pixabay: <https://pixabay.com/>

Pexels: <https://www.pexels.com/>

Unsplash: <https://unsplash.com/>

Senior Marketing Specialists AMP

Do you have an active contract with Senior Marketing Specialists? If so, you have access to the Agent Marketing Portfolio (AMP). Included is a quarterly newsletter! Check it out here: <https://www.smsteam.net/amp/>



CLIENT APPRECIATION EVENT

Purpose:

Retention
Referrals

What is it?

An event for your clients and prospects to attend that is not a seminar or presentation.

Tips:

Bring a friend

Some of your clients may assume this is an invitation only event and may not be able to bring a guest. Make it clear they can bring a friend.

Pro Partners

Invite your professional partners to help with the event. This is a great way to get some added exposure to another book of business and help offset the costs.

Have a Day

You can create a Medicare Awareness Day in your community where you have a mini expo with all things Medicare.



PROFESSIONAL NETWORKING

Purpose:

Brand Awareness
Referrals

What is it?

Partnering with other professionals in your market who service the same demographic (seniors)

Tips:

Exclusive leads

Preset appointments

Some leads come in the form of preset appointments for you to run. While these may sound very tempting, ask how the appointment was set and what scripts were used. I have personally run preset appointments that were only expecting a mailer and not an actual person showing up or thought it was for something else, not insurance.

Notes:

Bring a friend

Some of your clients may assume this is an invitation only event and may not be able to bring a guest. Make it clear they can bring a friend.

Research the company

Before you purchase leads, make sure you are researching the company to see what others are saying about working with them.



PROFESSIONAL NETWORKING

Here are some ideas on who to look for and/or reach out to:

- Financial Planners
- P&C Agents
- Estate Planning Attorneys
- Doctors
- Pharmacists
- CPA's
- Home Healthcare Organizations
- Private Duty Firms
- Senior Living Communities
- Assisted Livings
- Nursing Homes (for patients who are in Rehab, not residents)
- Senior Centers
- Civic Organizations
- Non-Profits
- Churches / Religious Organizations
- Area Agency on Aging

Ask your clients if they belong to any clubs, such as the Red Hat Society, and offer to be a resource or speaker at their next gathering.

OTHER MARKETING METHODS



Thank-you Cards

When is the last time you received a hand-written thank-you card from someone who is older than 5? It probably has been a while. Yes, you can send a thank-you email, but a hand-written card carries even more weight. It shows that you took the time to write, seal, and mail out a note; far more effort than firing off "just another email."

When to send them:

After every main appointment, meaning the first appointment. If you meet with a prospect 3 times, you only need to send a thank-you card after the initial appointment.

What do I write? The cards can basically be the same thing every time, with a personalized line in the mix.

Dear Mr. Smith,

Thank you for meeting with me today regarding your Medicare coverage. Enjoy your trip to Texas this January! If you or your family / friends have any questions, please let me know.

*Sincerely,
Mike (800) 689-2800*

When you add the personalized line, it doesn't feel like a mass marketed thank you card.

These cards take only a couple of minutes to write, but the positive feelings you will be giving your clients could last for years to come.

OTHER MARKETING METHODS



Birthday Cards

Sure, getting older isn't the greatest thing in the world, but knowing that someone thought of you is a great feeling. We have heard stories from agents who have reported their clients loved getting birthday cards because it was the only one they received.

Writing for Local Publications

Are there publications that cater to the 50+ market in your community? This would be a great way to get your name out there as a local expert. Rather than spend money on "just another ad," you can have an article!

What to write about

Many publications will tell you what topic they would like, but here are some ideas if you need to have your own topic:

- Changes in Medicare Supplements (write about C and F)
- Saving Money on Prescription Drugs
- How Medicare Covers Diabetes
- Medicare Preventative Services

Sponsor an Event

Are there events in your area or local senior center that need some funding? Offer to be a sponsor.

Don't want to spend money? What about volunteering? Calling Bingo can be more fun than you think.



ROI

How well did your campaign really do?

It is VITAL to know your return on investment (ROI) for each marketing campaign to know if you should continue the campaign, change some parameters of the campaign, or do something completely different.

Simple ROI Calculation

Campaign Cost – Commissions Earned = Return On Investment

Example:

Campaign Cost: \$500

Average annualized commission: \$360

\$150 Monthly Medigap premium

20% Commission

\$360 Annualized commission

1 Sale = **(\$140)**

2 Sales = **\$220**

3 Sales = **\$580**

NOTE:

These numbers do not factor in your time and other expenses. There are more metrics that you can add to get more detailed costs to help you evaluate the profitability of your campaign.



ROI

Increasing Your ROI

The easiest way to increase your ROI is yield more at each appointment.

APPOINTMENT 1

Medicare Supplement Sale \$360
Annualized Commission

Total Commission \$360

APPOINTMENT 2

Medicare Supplement Sale \$360
Annualized Commission

+

Dental Plan \$200

Total Commission \$560

Based on the previous page example, your whole campaign just got funded by one sale

Plus your clients received extra care not offered by Medicare!

“Make every penny work like it’s a dollar, and make sure no dollar is spent like a dime.” – Gary Vaynerchuk



RETENTION

Your clients will be marketed to for insurance. They will be exposed to multi-million-dollar campaigns not just in AEP, but throughout the year. They will see familiar faces on daytime television telling them they can get life insurance or other lines of insurance.

If you don't have a retention plan in place, why should your clients plan to stay with you?

Lucky Number 7

Your clients should be "touched" by your marketing message at least 7 times a year. Various marketing messages were reviewed in the Marketing Methods section of this book, but to illustrate the 7 touches:

- Thank-you card – Directly after the appointment
- eNewsletter – Quarterly (x4)
- Birthday Card
- AEP Review Letter / Email

Right there are 7 touches. Only two are personalized (thank-you and birthday card). The rest can be more mass-market approaches, but they are still hearing from you.

Add Facebook to this list and you can have almost endless brand awareness with your clients.

It can cost 5x's more to attract a new client than retain a current one



LEARN MORE

Don't Wait for Opportunity CREATE IT

Every Tuesday at 10:00 am (Central) to talk about marketing, Medicare, selling, and all things insurance agent.

Can't make it? Register and get the post notes every week!

REGISTER HERE

Need more personalized help?
Schedule a strategy session with Senior Marketing Specialists!
[CLICK HERE](#) or call (800) 689-2800

