



INSURANCE MARKETING MANIFESTO

1. Launch an Insurance Marketing Website w/ Professional Grade Conversion Rate Optimization (C.R.O.) -- without this FOUNDATION, none of your marketing will produce the results it should.

EXAMPLE OF IDEAL INSURANCE MARKETING WEBSITE: <http://InsuranceFunnels.com/>

Insurance Marketing Website w/ C.R.O. including individual content pages + lead generation funnels for any or all of the following (depending on your focus):

- Auto
- Home
- Life
- Business
- Renters
- Health
- Other

- Main Website Must Be Responsive / Mobile-Ready
- Built-in Automated Follow Up System -- newsletter, drip, autoresponders, automation tools
- Referral Partner Showcase -- strengthen existing relationships & create new networking partners from chamber of commerce, BNI, etc.
- Proper SEO & Title Tags -- [link to MAP](#)
- Client Claim Center
- Home Values Lead Generator
- Automated Credit Repair System
- Social Network Integrations

2. Monthly e-Newsletter C.R.O. -- if you have one, Funnels & C.R.O. need to be integrated, if not -- setup Email Fire™ Marketing Automation System. To learn more about Email Fire™ (it's FREE and comes bundled with Insurance Funnels!) -- [schedule appointment](#)

3. Digital Marketing C.R.O. -- this needs to be examined; consulting required for all email marketing, landing pages, PPC, SEO, social media, etc. -- [link to MAP](#)

4. Traditional Marketing C.R.O. -- this needs to be examined; consulting required for all direct mail, radio, TV, billboards, events, signage, etc. -- [link to MAP](#) (same as above)

5. Launch Re-targeting -- Facebook + SiteScout -- [link to MAP](#)

6. CRM Integration (if applicable)

7. Local SEO Directory Listings -- Google + Bing -- [link to MAP](#)

8. Review Collection / O.R.M. Strategy (online reputation management)

First 180 Days --

1. 3-5+ Mortgage Professionals -- plug your home insurance Funnels into your mortgage partners' websites and other marketing efforts; pay them \$25-\$50 per exclusive lead.
2. 3-5+ Real Estate Professionals -- plug your home insurance Funnels into your Realtor partners' websites and other marketing efforts; pay them \$25-\$50 per exclusive lead.
3. 1-3+ Property Managers -- ^^^ same strategy as Mortgage Pro & Realtor co-marketing w/ slight adjustments; plug your renters insurance Funnels into your property manager partners' websites and other marketing efforts; pay them \$10-\$15 per exclusive lead.
4. 1-3+ Home Remodeling/Construction Companies -- ^^^ same strategy as those above w/ slight adjustments; plug your home insurance Funnels into your home construction and remodeling partners' websites and other marketing efforts; pay them \$15-\$25 per exclusive lead.
5. 1-3+ Auto Dealerships -- ^^^ same strategy as those above w/ slight adjustments; plug your auto insurance Funnels into your auto dealership partners' websites and other marketing efforts; pay them \$15-\$25 per exclusive lead.
6. 1-3+ CPAs & Small Business Attorneys -- ^^^ same strategy as those above w/ slight adjustments; plug your business insurance Funnels into your CPAs & attorneys websites and other marketing efforts; pay them \$25-\$50 per exclusive lead.

These strategies (1-6) allow you to generate leads from exclusive referral partners that are easily trackable. Paying them for the leads obviously incentivizes them to drive business to your Funnels. These kinds of leads are of much higher quality than anything you can buy from companies that sell insurance leads!

5. 100+ New Facebook Followers; post 1-2X+ per day
6. 100+ New Twitter Followers; post 1-2X+ per day
7. 50+ New LinkedIn Connections; post 1-2X+ per day
8. Make Money on Autopilot w/ Poor Credit Leads (affiliate program = earn passive \$ that pays for your marketing) -- [link to MAP](#)
9. Automatically Make Money w/ Identity Theft Protection Products (affiliate program = earn passive \$ that pays for your marketing)

Year 1: Additional Insurance Marketing Opportunities --

1. Email Signature C.R.O. -- add links to select Funnels in your email signature
2. Voicemail C.R.O. -- [link to MAP](#)

3. TY Page Optimization -- welcome videos and/or other value-added content; incentives/goodies like ebooks, contest entry, free reports, gift cards, etc. -- [link to MAP](#)

4. Got some extra domain names just sitting around & pointing nowhere? Plug them into Funnels & PagePops and start generating leads with them instead!

5. Powerful Niche Insurance Marketing -- perfect for Funnels & PagePops Microsites!

Team up with leadPops to create lead generators for:

- Auto Insurance for Delivery Drivers
- Auto Insurance for DUI Recipients
- Auto Insurance for Drivers w/ Accidents
- Auto Insurance for Great Drivers
- Auto Insurance for Seniors
- Auto Insurance for Teens
- Beach Home Insurance
- Business Insurance for Restaurants
- Business Insurance for Gyms, Yoga Studios, Pilates, etc.
- Business Insurance for Clothing Stores & Boutiques
- Business Insurance for Dentists & Doctors
- Business Insurance for Internet Companies
- Business Insurance for Vets
- Church or Temple – *special offers for religious communities you belong to*
- Condo Insurance
- Crossfit or Gym, Yoga, Pilates, etc. – *special offers for workout communities you belong to*
- Desert Home Insurance
- Drone Insurance
- Earthquake
- Fire Insurance
- Flood Insurance
- Golf Course Home Insurance
- Home Remodeling – *construction, renovation, roof repair*
- Home Security Systems
- Home-Based Business Coverage
- Insurance for Doctors & Vets
- Insurance for Great Credit
- Insurance for Heroes – *special offers for police officers, fire fighters, border patrol, etc.*
- Insurance for Homeowners w/ Specific Dog Breeds
- Insurance for Jewelry, Art, Antiques, etc.
- Insurance for Pools & Trampoline Owners
- Insurance for Poor Credit
- Insurance for Teachers
- Insurance for Veterans
- Lake Home Insurance

- Luxury Home Insurance
- Mountain Home Insurance
- Ride Share – Uber, Lyft, etc.
- River Home Insurance
- Townhome Insurance
- Vacation Home Insurance

...and ANYTHING else you can think of.

Let us know what you want to go after, we'll help you build it! To learn more about using PagePops Microsites with Funnels 2.0 -- [schedule appointment](#)

7. Open House Lead Generation – set up your flyers and other marketing materials at open houses with Realtor partners offering a special offer or incentive for homebuyers to get their quote with you when they find the right home.

8. Real Estate Sign Marketing – once the home is sold and covered, see about putting a sign up on top of the listing sign, or a separate yard sign similar to the example below. Get permission from the new homeowners to keep it up for 30 days (offer an incentive to get their buy in, if needed).

<https://www.buildesign.com> (no affiliation to leadPops)



^^^This is an example of a real estate sign rider used by Insurance pros. Not an actual domain name we're using or promoting.

9. Craigslist & other free directories -- get free traffic & leads when coupled w/ Funnels & landing pages

10. Still using an email address with @hotmail.com, @aol.com, @gmail.com? Fix it now!

11. Putting your company's name and logo on everything without branding YOU? Fix it now!

12. Get SEO juice / links back from referral partners (with correct link anchor text to get SEO value)

13. Signage / Stickers w/ domain -- office, vehicle, license plate holder, etc.

14. Sponsor local school, church, little league, golf tournament, martial arts, etc. (signage / goodwill opportunity)

15. Create pages/microsites for referral partners
16. Search Engine Insurance PPC -- Google AdWords & Bing (\$2K/month minimum spend)
17. Social Media Insurance PPC -- Facebook/LinkedIn (\$500/month recommended minimum spend)
18. Movie Theater Events and/or advertising --

- a. Advertise on screen before a film
- b. Rent out theater and invite past clients/referral partners for private showing

- <https://www.amctheatres.com/business/advertise-in-theatres> *
- <http://www.ncm.com> *
- <http://www.cinemark.com/advertise-on-screen.aspx> *
- <http://www.beforethemovie.com> *

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19. Shopping Cart Advertising -- <http://www.cartvertising.com> (no affiliation to leadPops)
20. Car Wash / Gas Pump Advertising -- <http://creativedisplayads.com> (no affiliation to leadPops)
21. Local Publications / Magazines -- online & offline ad opportunities
22. Charity / Donations / Goodwill -- *Get a FREE quote & we'll donate \$25 (or whatever amount works for you) to the charity of your choice when you close!*
23. Radio Ads (leadPops Insurance clients are CRUSHING it with radio ads and radio shows)
24. Pandora -- <http://advertising.pandora.com> (no affiliation to leadPops)
25. Costco / Stadium / Event / Wedding / Convention Center / Polo Games--
 - Canvas vehicles with flyers advertising relevant niche insurance product + incentive for rate quote or pre-approval
 - Network with wedding and event planners

26. Stationary / Calendars / Pens & Pads / Magnets (swag) --

- <http://www.pinnaclepromotions.com> *
- <http://jnishop.nadel.com> *

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27. Use automated, personalized gifts & follow up -- <http://www.sendoutcards.com> (no affiliation to leadPops)

29. Advertise on Content Distribution Networks -- (about) <https://moz.com/blog/maximize-roi-via-content-distribution-networks> (no affiliation to leadPops)

- <http://www.outbrain.com> *
- <https://www.taboola.com> *
- <http://www.gravity.com> *
- <https://www.adblade.com> *
- <http://www.zemanta.com> *

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30. Use Pop Ups / Pop Unders -- automatic page abandonment and exit intent triggers that make special offers and save leads (that would otherwise bounce without giving you anything)

31. Affinity Marketing -- team up with other local service providers and professionals to land large employer accounts offering an employee benefits program; get featured placement as a preferred Insurance expert in corporate intranets, email marketing campaigns, company events, and much more!

32. Start using awesome, life-changing marketing efficiency tools like --

- Email Marketing & Automation by Email Fire™ -- <https://leadpops.com/email-fire>
- Live Chat by ZopIM -- <https://www.zopim.com> *
- Heatmaps, Click Tracking, Visitor Screen Recordings by HotJar -- <https://www.hotjar.com> *
- Exit Intent Pops Ups by OptiMonk -- <https://www.optimonk.com> *
- A/B Testing by Optimizely -- <https://www.optimizely.com> *
- Banner Ad Creation by Canva -- <https://www.canva.com> *
- Real-Time Lead Data Validation by XVerify -- <http://www.xverify.com> *
- Attach a Branded Call-to-Action to Every Link You Share -- <https://snip.ly> *
- Awesome Social Media Sharing by Buffer -- <https://buffer.com> *
- Screenshot & Screencast Software by TechSmith -- <https://www.techsmith.com/jing.html> *
- Screen Sharing & Conference Software by Join.me -- <https://www.join.me> *
- Customer Bookings Straight into Your Calendar -- <https://youcanbook.me> *
- Keyword Research & Competitor Search Engine Data -- <https://www.semrush.com> *

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...and a whole lot more coming soon :)