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Annuity Lead Generation

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Summary:

Five tips on how to generate more annuity leads in your annuity marketing campaigns.

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If you want to generate more annuity leads from your marketing efforts, here are five annuity lead generation tips you should consider:

Your Audience: Whether you are marketing on the Internet, using direct-mail, or creating display ads, marketing to the right audience is crucial. Even the best marketing piece or sales presentation is worthless if it's presented to people who are not interested!

Do your research. Who is your target audience? What do they read? What are their fears? What are their desires? These are just some of the questions you should ask, and once you have the answer you are on your way to uncovering a hungry market.

Benefits: Although it's important to know your products thoroughly, it's equally as important to know the benefits of each feature. Agents are so focused on how an annuity works that they often lose sight of the benefits. It's what drives your prospect to respond to your offer or sign the application.

A good exercise is to squeeze out as many benefits you can for each feature of your annuity, and write them down. This will not only help you in your annuity lead generation efforts, but it will help you sell more annuities as well.

Do you really want to market a product?: One thing is for certain, if you're marketing a financial product like an annuity, you can expect small response rates. The reason for this is that your potential prospects have been hit with

advertisement after advertisement on the advantages of owning products like annuities. As a result, your prospect is more likely to throw your marketing in the trash, or simply click delete.

An alternative to marketing annuities on the front end is to create what is called a "lead generator". A lead generator comes in many forms, but the most common is an information product. In this case it would be a booklet, report, or something similar. Do not mistake this for a brochure. A lead generator, written properly, works more like a sophisticated sales letter.

Instead of advertising an annuity, you would advertise your lead generator. The key is to use the lead generator as a tool to capture your prospects contact information, and as a result, you build an extremely valuable list that most agents and financial advisors would crawl over broken glass to own.

Systemize: Whether you decide to market an annuity on the front end or use a lead generator, it's important to systematize your marketing system. Studies show that it can take up to 17 contacts to make a sale. In other words, for every lead you generate, you should have a sequence of follow-ups ready to go.

Test: Another important area you should consider is testing small. Once you decide upon your market and how you want to generate leads, test a small ad or test a small number of names on a well selected list. If your response rates do not provide you with a decent return on investment, you haven't wasted a lot of money.

Secondly, you can find out where you went wrong in your marketing system and fix it. Once you have a profitable annuity lead generation system put together, you can roll it out on a bigger scale.

A successful annuity lead generation program has the best chance of success when you target the right audience, uncover the benefits of your product, choose the right approach, follow-up regularly, and test small (to get the kinks out).