

Information and planning steps you can use to make the most of...

Your Touch Point Advantage

LEAD GENERATION

Every agency has their own history with lead generation and their own approaches.

The following are considerations to take into account when using, or deciding to use, various methods for lead generation:

Purchasing leads:

There are both advantages and disadvantages in purchasing leads.

Advantages:

- The customers are already shopping for insurance.
- You received information about the risk in advance of contact.
- Fees can be reasonable when compared to your own "real costs" of generating a lead yourself.
- Often leads are sent in real-time so that you can respond quickly.
- Leads are often prescreened.
- Even if you don't make a successful sale the first time around, you have the

information you need to continue marketing your lead.

Disadvantages:

THERE ARE CONSIDERATIONS TO TAKE INTO ACCOUNT WHEN USING, OR DECIDING TO USE, VARIOUS METHODS FOR LEAD GENERATION.

- The quality of purchased leads can differ dramatically.
- In some cases leads are obtained by making suggestions or promises that are untrue.
- Sometimes the lead is sold to multiple agents depending on the price paid to the lead generator.
- Purchased leads vary in cost based on how they have been obtained, how quickly they're delivered, customer demographics and desirability and whether or not they are yours exclusively. These range from Internet leads to telemarketing leads to prearranged schedule appointments.

These tools are being made available for your use by PIA and The Partnership.



PIA recognizes and appreciates the participation and support of the following Partnership companies:

Central Insurance
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Liberty Agency Markets
MetLife Auto & Home
Motorists Insurance
Progressive
Selective
State Auto
Travelers

Outbound marketing:

Consider using purchased ads in online versions of local newspapers or electronic newsletters. These can have links which lead directly to your website.

Develop a special landing page for leads. This would be a page or separate section of your website specifically designed for leads and prospects.

Utilize online information listings including various directory services.

Take steps to enhance your website SEO (search engine optimization)

Consider adding website "paid search."

Produce website articles and distribute them across the Internet.

Produce website press releases and distribute them across the Internet.

Develop distinctive email backgrounds and signature blocks that deliver a message.

Consider using direct mail from a list (generated from

both your own data and purchased lists)

Consider email marketing. It is extremely cost-effective and you can imbed links which lead directly to your agency website.

Consider networking and partnering with non-insurance businesses in your community.

Provide cross-referrals or trade contacts with:

- CPAs
- Attorneys
- Real estate agents
- Car dealerships
- Mortgage brokers
- Bankers
- Financial advisors

Or join an established networking organization.

Inactive customers:

Review your customer records and establish or reestablish contact with inactive customers. You already have most of the information you need including their Ex-date.

Enhance your community presence:

Make contacts and establish your knowledge and experience with:

- Group presentations
- Newspaper articles
- Internet blog articles
- Press releases
- Links on local websites
- Local civic organizations
- The employees of commercial lines clients
- Offer interviews and be available to local journalists to answer questions or provide background on issues with an insurance angle.
- Participate in local garden shows, mall events, fairs, holiday celebrations and events as well as local and regional trade shows.