



CASE STUDY: SALES LINK

Generating Leads without Extra Work

THE CHALLENGE

One of TBA's property and casualty agency partners was seeking ways to generate life insurance lead opportunities, but they didn't have the time or resources to invest in the consistent marketing necessary to do just that.

THE OPPORTUNITY

TBA recognized the chance to not only support this agency in generating valuable business leads, but also to increase the consistency and longevity of their life insurance marketing.

The Solution

The idea for SalesLink was born. This not only includes a free term life insurance quoting engine that can provide instant comparisons across all the life insurance carriers available through TBA, but it also includes marketing that TBA not only creates but distributes as the agency.

In a comprehensive marketing schedule, current and lead clients provided through the agencies email list and social media following, are seeing compelling life insurance marketing bi-weekly for 13 weeks. The schedule is based on leads needing to see marketing messages multiple times before they act.

RESULTS

After about 14 weeks of consistent life insurance marketing, the agency was able to generate six viable leads that resulted in two life insurance applications for insurance as a direct result of the marketing through SalesLink.

