

On 3/13/13, I had sent an email to Nic about how Pinney had run some InsuranceBlogByChris leads for me on a 50/50 split basis, and I was comparing Pinney’s low contact rate to one of my agent’s, and trying to figure out whether or not to keep using my agent. Anyway, Nic wrote this back to me.

Chris,

My expectation for contact rate of internet leads is 35% minimum. I wouldn’t use that 26% as a gauge of your contact rate—that is a small segment that can be drastically altered by 10 additional contacts made. Right now, we are at 36% with TLM, and of that we sold 29% of the contacts we made. These are last month’s numbers (leads in Feb.). So, in short, look at your call to action and website copy to determine the disconnect. These numbers are with us treating the email copy and dialing campaign the exact same.

A tip: I would change the terminology on IBBC from “Get your instant quote now” to the same as TLM, “Request Free Life Insurance Quotes Now.” Seems trivial, but requesting something is different than getting something free instantly (I would put bogus info for the instant *shit* on IBBC). I would make the change and watch out for a lower site conversion and higher contact rate.

I think the site needs to be tweaked but all in all, this is good quality traffic you are getting. In fact, I would give the left part of my male anatomy to have your site...

Google clearly sees you as a legitimate site, it is time to branch out with marketing and building on other terms to diversify from the high risk focus.

Next: time to get trained on various online final expense products. I want your Fidelity contract back as it is a great product and process. We have others but that is a lead product for small face amount cases. I used to let these cases go too...but, there is good persistent commissions to be made there. Imagine doing 5-10 of these a month—you can. It is just a sales change.

Email: are you emailing any of the below leads? Our bi-weekly emails show an average 2% open rate, and of that 20% or so convert to a lead. Those leads convert 70% as an app out. Incredible numbers, if consistent. Our email list is leads we buy, generate etc. that we never made contact with.

You need this on the rates page;



I believe in the “submit application” text as being a better sales converter.

An A/B test would be to put the same ribbon you have on TLM up against your current ribbon and see which has a higher contact rate. This is something worth investing in.



Sales: you need to oversee and manage an agent. That is it, period. You can't be selling long term...you keep marketing. Your agent should be sitting in your office daily from 7am-6pm. The attitude should be, "when in doubt, call someone." I don't care for what. Your agent/you get thru all your dialer lead calls, you call on last years placed business. You call on last month's leads that you contacted but didn't close ("Chris, I realize you didn't buy from me last month, but I thought about you this morning and I think you need to really think about that decision"). You call on ancillary product sales like critical illness, DI etc.

Systematize their day. They need to be in a system doing certain tasks at certain times. No talking to underwriters at 9am, no calling on applications that haven't come back at 4pm....those are sales times, period. A structure is needed—and you currently don't have it as discussed.

See attached job posting descriptions that I have done. Create your own and run it by me...I have interviewed enough reps to know what works and what motivates sales guys.

Sorry—this was a very quick email. Forgive how direct it was!

Nic