



10 Budget-Friendly Marketing Ideas

Marketing on a budget is difficult. Often times you feel limited with time and resources. Agent Pipeline has compiled a list of the 10 Most Budget-Friendly Effective marketing ideas used in the industry.

1 Ensure You're Tracking Your Current Business

That doesn't sound like a marketing strategy at all. However, it's the most important piece and sets the stage for your additional marketing efforts. You cannot improve what you do not measure. Simply put, when you're tracking your current method of obtaining referrals and new clients, you can better focus on what works for you. For example, if most of your clients come from newsletters, send more! If your clients come from social media, tweet more!

2 Look At Your Referral Strategy

By spending very little time on building a referral strategy, you are actually generating extra leads at no cost. Referral marketing has been one of the best and most successful forms of marketing in the insurance industry. Its proven success has lead many agents to consistently nurture and grow leads with referral rewards, cards, and email automation.

3 Identify Your Unique Selling Proposition

Taking time to differentiate yourself from your competitors is critical to your success. The real definition of a USP is what your business stands for. Instead of attempting to stand for everything, stand for one thing you want your business to be known for. Choose something that makes your business unique and helps you stand out.

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or give us a call at 800-962-4693 today!



4 Get Active on Social Media

Social media is one of the most affordable forms of marketing today. You can easily upload email addresses and begin adding friends (clients) to start your follower network. You have the opportunity to reach so many prospects by posting content that is liked by your current followers. Increasing your visibility to prospects is a huge incentive for getting active on social media!

5 Broker Partnership Programs

You most likely know a fellow agent specializing in another primary line. For example, does the local P&C agent also sell health insurance? Does the local group agent specialize in individual final expense? Creating a program for lead exchanges can help both of you grow your book of business and keep a constant quality lead flow.

6 E-Mail Marketing Campaigns

You don't need an automation platform or any kind of special tool to start email marketing campaigns. By following the rules set forth in the C-SPAM Act and Medicare Marketing Guidelines, you can reach out to current clients or say 'hello' to "lost leads." Cold calling each individual to check-in takes quite a bit of time. Reaching out via e-mail ensures you reap of the benefits of staying in touch without losing valuable time.

Optimize Your Website

7

Your website is more important than you think it is! 93% of individuals use search engines to research individuals/businesses. Search engines also use 'optimization' to filter credible and relevant websites to better assist those individuals. Ensuring your website is completely optimized and up-to-date is key to becoming a relevant search regarding your products offered, your business, and your line of insurance. This makes website hosting platforms already have SEO rules and assistance in place for individuals with little to no experience in the optimization and creation of websites already.

Review Your Business Calendar

8

It's true so many agents get caught up in research, customer service issues, and setting appointments. Review your calendar and ensure you have specific times set aside to focus on marketing and additional building strategies. Mark on your calendar an hour for social media updates, an hour for emails to lost prospects, newsletter creations, and blogging on your website. All this just a few hours per week on focusing directly on your marketing efforts will make a huge difference in your return.

Guest Blogging & Expert Commenting

9

Once you have scheduled time in your calendar for marketing, be sure you use this technique! When you guest blog on authoritative websites, or actively participate in conversation (via commenting), you borrow credibility from that website. Additionally, it's free publicity for yourself and your agency. Contributing expert quotes, articles to local newspapers or outreach programs is a huge way to continue the development of your center of influence initiative.

10



Be Front and Center.

Showing up at local festivals, fairs and high school sporting events is a huge way to make yourself visible in the community.

Being in a common place, you're likely to run into your clients or individuals in your natural network (friends and family.) Use that to your benefit! Introduce yourself or ask clients/friends/family for introductions to people they know or individuals sitting around them.

Make yourself noticeable and available in an approachable way. Never turn the introduction or conversation into a sales-pitch. Consider this marketing strategy more of a "branding effort."

Would you like more budget-friendly marketing tips? Give us a call at 800-962-4693 to get started with additional assistance.

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