

# Insurance Campaign

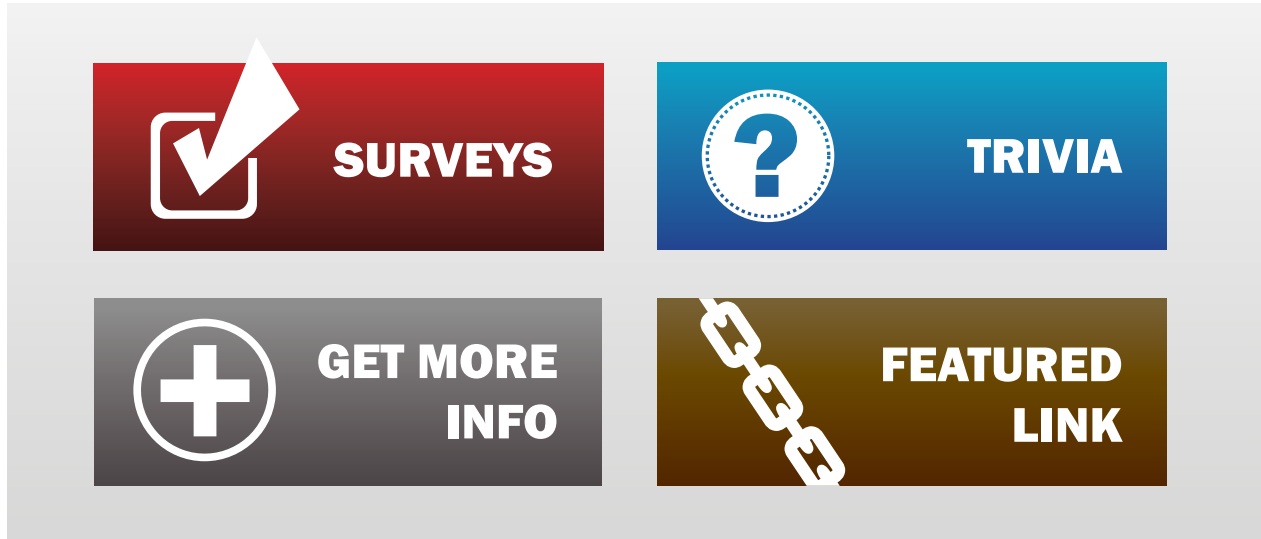
This presentation will provide detailed instructions on Insurance campaigns, including the following:



- ✓ Recommended element use and its function  
.....
- ✓ Tips for each strategic element  
.....
- ✓ What's included upon purchase  
.....
- ✓ What the Firm/Agent needs to provide  
.....
- ✓ Client sales sheet

# Insurance Campaign

## Elements for Success



## Overview of Elements

### Survey

Designed to give consumer feedback and generate leads

### Get More Info

Designed to build databases through email leads

### Trivia

Designed to promote web traffic and educated consumers about products and services offered

### Featured Link

Designed to provide web traffic and keep clients website “top of mind” during reward site visits

## Turnaround Time



3 days upon final campaign approval

# Insurance Campaign

## Element Overview:

### Survey

The survey is designed to give your company consumer feedback on how YOU are perceived in the market. Respondents will answer survey questions geared towards different aspects of your business. Upon completion of the survey, respondents will be given an opportunity to opt-in for more information. This opt-in question is the lead generating portion of our survey. No additional points are awarded for opting in. This helps ensure the members opting in are interested in the products and services being offered and not just answering yes to earn additional points.



**Your Company's Survey** 2500 Points

This could be your very own survey that brings valuable feedback from customers and potential customers alike. Questions can be custom tailored to whatever data you want to pull from the audience!

1. What is your initial impression of Company A?

- Great company! I love them!
- Pretty good, I use them sometimes
- They are ok, but I don't use them all the time
- Not that good, I barely use them
- Never used them before

2. On a scale of 1-10, how would you rate Company A's product?

[Submit Survey](#)



### Overview Report

In addition to member opt-in information, an overall survey report will be provided to client with the following information:

- **Snapshot of survey response detailing percentages of how each question was answered**
- **Full age/gender distribution of possible answers**



### Members Report

Contact information on those members opting-in will be provided via a weekly Excel spreadsheet which includes:

- **Contact Information (Name, Address, Email address, Phone Number, Age, Gender)**
- **Detailed report of how each member answered each question**

# Insurance Campaign

## Element Overview:

### Trivia

The trivia element is designed to drive web traffic to your most important pages. We'll put together weekly trivia questions focusing on the parts of your website that you'd like to have featured. The concept is simple; take an important part of your site, create a question about that content, and drive people directly to it. Once they've found the answer on your site, you've effectively forced an education about your content. Aside from the point earning opportunity, this is much more effective than banner advertisements because of the forced education.

Your Company's Trivia Question 2500 Points



Company A can use our trivia promotions to drive web traffic to any portion of their company website, or any other site for that matter!

You can create any type of question be it a simple logic question, or a "hunt & find" question, where you send them to a site or resources to have the member find the answer

[Company A's Website Link](#)

Click the link above to go to Company A's website. What is the slogan listed under their company logo?



## Overview Report

Each weekly report will provide the following info:


- **Number of correct responses to your trivia question (this is also the number of unique web visits)**
- **Age/Gender breakdown of member participation**

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## Element Overview: **Get More Info**

The Get More Info element is designed to generate leads. This is the perfect element for building a marketing, direct mail, or email newsletter list. This is also a great opportunity to engage our listeners with your best unique special offer. We'll put a positioning statement up about your business stating need to know info about you. We'll then list an offer our listeners would be interested in receiving more information about. Upon requesting more information, we'll turn those names and email addresses over to you.

Your Company's Get More Info



Company A is a top-tier choice in the industry, and have been providing excellent products, services and customer service for years!

You can have a pitch here describing your company's products or services, or even your achievements and accolades.

The prime objective is to give the member a quick pitch that will in generate a non-incentived lead.

Would you like more information or to be contacted by Company A about their products?

YES  
 NO

[Submit](#)



## Overview Report

Each weekly report will provide the following information:

- **Excel Spreadsheet with members Name and Email address**

# Insurance Campaign

## Element Overview: **Featured Link**

The featured link is designed to bring top of mind brand awareness to your company. Our members click your featured site listing and this drives web traffic to your site.

There are no strategic actions that need to be accomplished. You can link them to any one of the pages on your site; new inventory, monthly specials, service department, etc

Bonus Links	Points
The Art Of Music	5,000
AAA Hoosier Insurance Traffic Center	500
Auto Life	500
DIY Home Improvement	500
Financial Life From TCU	500
Latest Email	500
Listen Live to 98 Rock	300
Amazon.com	200
Apple	200
D Geller and Sons Jewelry	200
<b>Your Featured Website Link Here</b>	
Events Page	
Harley Davidson	200
Infinity Dealers of Atlanta	200
Jock Page	200



## Overview Report

Each week you will receive a report that includes

- **the number of click-thru's from the previous week**

# Insurance Campaign

## Campaign Elements Included:

<input type="checkbox"/>	<b>Survey</b> <input type="checkbox"/> Perceptual <input type="checkbox"/> Lead Generating
<input type="checkbox"/>	<b>Trivia</b> <input type="checkbox"/> Standard <input type="checkbox"/> Video
<input type="checkbox"/>	<b>Get More Info</b>
<input type="checkbox"/>	<b>Featured Link</b>
<input type="checkbox"/>	<b>Other</b>

## Additional Notes:

## Client Provided Content:

<input type="checkbox"/>	Focus of Campaign (Home buyers, Home Sellers, Commercial, etc.)
<input type="checkbox"/>	Web address and web pages to be highlighted
<input type="checkbox"/>	Graphics to be featured (380x170, 200x200, 75x75)
<input type="checkbox"/>	Written call to action/ incentive for Get More Info
<input type="checkbox"/>	Written Call to action for Code
<input type="checkbox"/>	Any video elements being featured for trivia (if applicable)
<input type="checkbox"/>	Description/Graphics for coupon