

**BUILD  
YOUR  
BUSINESS**



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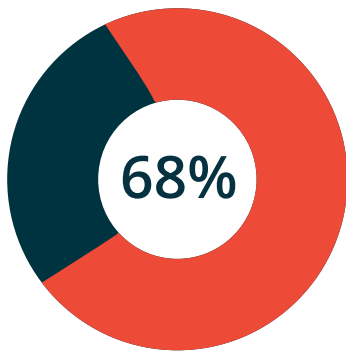
# WHAT MAKES A STRONG LEAD?

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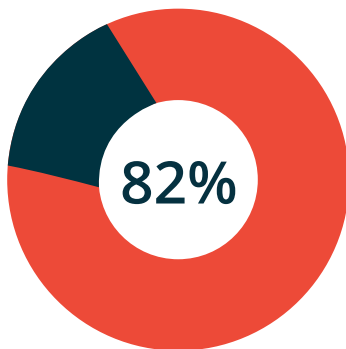
An overview of what makes a lead strong, what makes it weak, and suggestions on how to develop and manage leads for maximum return.

As an insurance agent, a primary function of your job is to find prospects. How many of these leads actually convert into sales? In this white paper, we will cover the factors you need to look for in a strong lead, to help you find the right leads faster.

## INTENT



68% of consumers feel more positive about a brand or company after consuming content<sup>1</sup>



82% of consumers who make a purchase viewed at least 5 pieces of content from the company that won their business<sup>2</sup>

Lead intent is directly related to how consumers are presented with marketing. If deceptive marketing practices are used, the captured consumer most likely has no intent to purchase insurance, rendering the lead useless. Eighty-two percent of consumers who make a purchase viewed at least five pieces of content from the company that won their business. If the lead was targeted deceptively with a iPad five times, they aren't going to be expecting or wanting to be sold an insurance policy. Converting low intent leads relies heavily on your offer and the strength of your sales team. Higher intent consumers, on the other hand, are the easiest sale, since they are already actively seeking a new policy. While visiting your website is a good start, approximately 96% of website visitors aren't yet ready to purchase, and 63% of consumers requesting information probably won't be ready to purchase for at least another three months.

Two types of marketing campaigns often utilized by lead providers are targeted and untargeted display. In order to differentiate between the two, think of a consumer searching online for insurance like someone who just ran out of orange juice at home; they know they need to buy more, so they jump in the car to go buy a carton at the supermarket. While driving, the consumer meets a "targeted display ad," such as a roadside stand that's offering a great special on orange juice. The consumer decides to purchase the juice at the stand instead of going to the grocery store. However, in an "untargeted display" scenario, the consumer goes to the market for juice, but sees a sign for a teeth whitening offer and signs up.

When deciding which types of leads you want, keep in mind that very high intent leads are expensive. Realistically, you will need to purchase a mix of intent levels. To be the most successful, have your strongest salespeople work the low to medium intent leads.

1 <http://www.imediaconnection.com/articles/ported-articles/blogs/2015/nov/16-marketing-trends-for-2016-trends-5-8/> 2 <http://blog.hubspot.com/sales/sales-statistics>

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## DEMOGRAPHICS

Insurance is a localized, people-focused business, and the way your agency writes policies may cater to specific demographics. For instance, maybe your agency is located in Fort Lauderdale where boat-loving retirees are your speciality; or if you're in Texas, you may specialize in servicing families.

It's important to know your demographics and share this information with your lead provider. Before starting with a particular vendor, ask for their demographic breakdown and see which demographics are their specialty. The largest lead providers are going to have a little bit of everyone. The more you share about your specific needs, the better they can segment and target your lead flow.

While leads that are filtered specifically for your agency have the highest chance of converting, you may want to consider having separate criteria for a portion of your leads. Your agency may be competitive in a certain area at the moment, but things can change with seasonality. Having a small portion of leads with a range of filters can help you collect data on different segments and potentially add diversity to your book of business.

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## ELIGIBILITY

Before signing up to receive leads, it's important to determine what makes a lead strong for you and your agency specifically. Talk with your provider about what your agency's competitive edge is, to ensure your leads are targeted and filtered specifically enough. Even a good lead may not necessarily be eligible for your agency's best discount, so it's important to define the eligible consumer upfront to get the best results. For instance, your agency's best offer might only be for two driver policies, so receiving leads outside of that scope will not be as beneficial. Overcoming the hurdle of getting a lead on the phone is pointless if they are not eligible for your offer, which can hurt your team's morale and your bottom line.

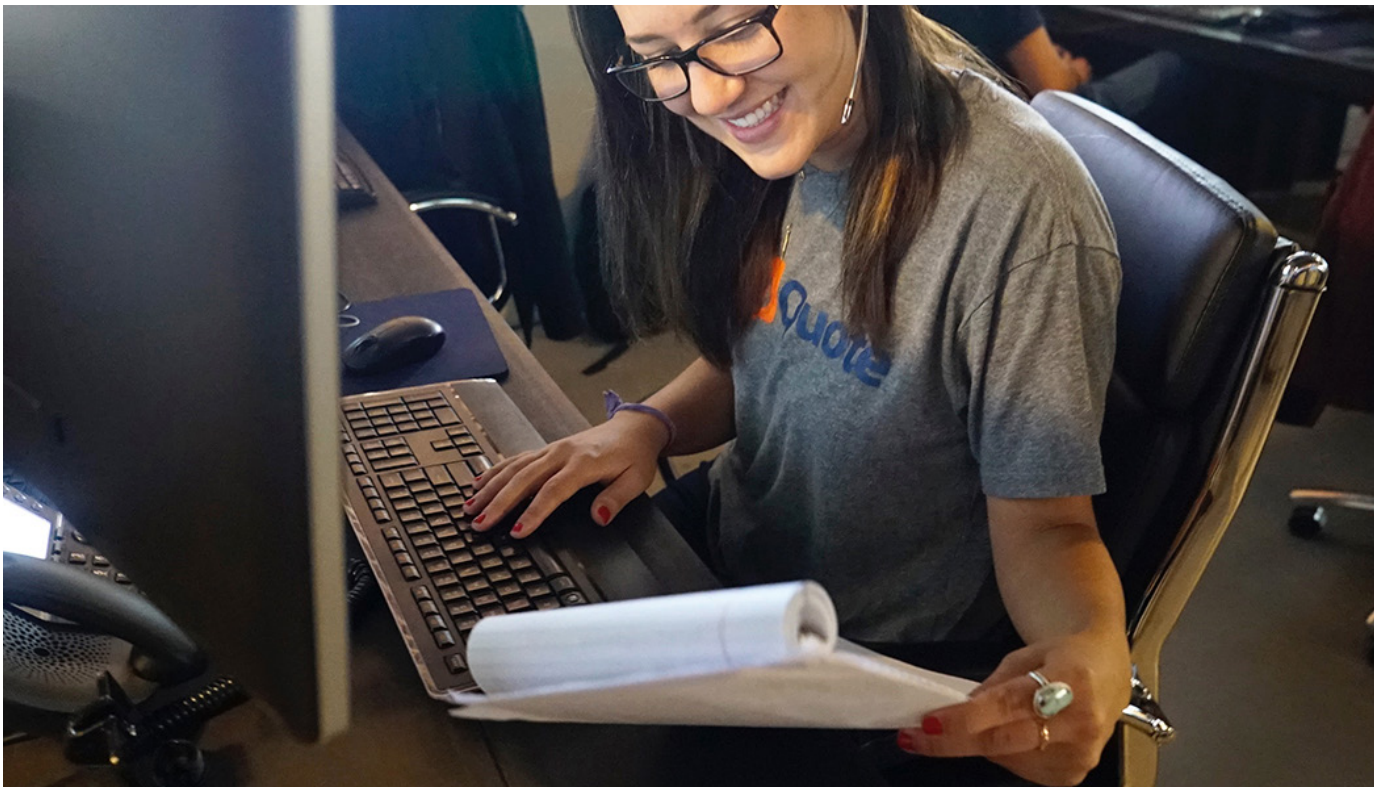
At ZipQuote, our team of agent enrollment specialists can help you choose specific filters to match your unique lead criteria. "When setting up a new agent's account, we discuss all of our available filters, and then select ones that align with the attributes necessary for the agent to receive their ideal lead," says ZipQuote Lead Agent Specialist Madelyn Yacobucci. "We offer a lot of different packages, so it's easy to get an agent exactly what they are looking for."

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## COMPLIANCE

When starting to work with a lead provider, agents need to heavily vet the company to ensure they are abiding all compliance guidelines. Lead providers should be compliant with the Telephone Consumer Protection Act (TCPA), which regulates all telemarketing calls and text messages. Additionally, request sample ads from the lead provider to see what types of marketing campaigns they are running. Vetting these samples can also help you align your pitch to the message that has already captured the lead's attention.

In addition to looking at compliance guidelines, another way to ensure you are working with the right provider is to check and see which companies are approved by your carrier. The process of getting subsidy approval is rigorous for a lead provider, since it requires them to submit marketing materials, messaging, and their generation process to the carrier. Choosing to work with a provider who is pre-approved adds an extra level of security, and can even have the added bonus of specialty lead prices for your carrier.



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## ARE YOU PREPARED FOR A NEW CLIENT?

### Now That You Have the Right Lead, How Do You Work It?

There's no point in nurturing good leads unless the rest of your sales framework is rock-solid. Although policy rates and payment plans may differ, the consumer should understand as early as possible how they would theoretically proceed with your agency if they are interested in a policy. Make sure your agency has clear information to share with the consumer on the first call in order to best take advantage of the conversation.

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## WHEN TO CONTACT

Once you have ensured your agency is following best practices for finding strong leads, you need to have a strong system in place for contacting the interested consumers. The first agent to contact a lead is often the first to close, and web leads that are followed up within five minutes are nine times more likely to convert. A truly great lead comes with verified contact information and the prospect's availability for a conversation. Lead providers can make this exceedingly simple by pairing their services with call transfers, which deliver leads with confirmed interest directly to your phone lines during your specified business hours. If your agency uses standard leads, it's important to reach out multiple times if contact isn't made at first. While the average agent only makes two attempts to reach a prospect,<sup>3</sup> 93% of converted leads happen after the sixth call attempt.<sup>4</sup>

“The first agent to contact a lead is often the first to close...”

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Finding leads is fairly easy if you follow the guidelines within this white paper; however, lead generation still requires valuable time that you could spend closing and writing policies. At ZipQuote, we make our clients' lives easier by connecting them with the right leads at the right time. Get the personalized services you need and the quality leads you deserve by signing up with us today.

**GET STARTED >>**

<sup>3</sup> <https://www.marketo.com/ebooks/website-and-seo-for-lead-generation/>

<sup>4</sup> <http://www.marketingdonut.co.uk/marketing/sales/sales-techniques-and-negotiations/why-8-of-sales-people-get-80-of-the-sales>



<https://zipquote.com/agent/>