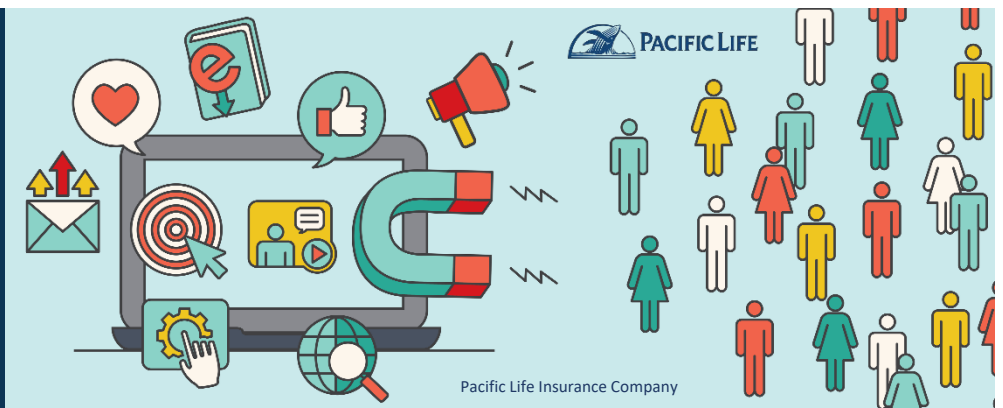


BROAD MARKET *Insights*



Thought Leadership in Action for Life Insurance

5 Clever and Differentiating Lead Generation Tactics to Try



Rob Bisch

Pacific Life
Field Vice President
For the Broad Market
North East Region

Robert.Bisch@PacificLife.com
(434) 386-1434

Broad Market Sales Desk

LynInternalSales@PacificLife.com
(844) 238-4872, Option 3

Lead generation—turning strangers and people who are unaware of your business into interested prospects—is a routine practice for financial professionals looking to boost their life insurance sales. But some methods can be more effective than others.

To attract people interested in learning more about life insurance, be creative and focus on what makes your business different from others in the same profession. In short, converting residents in your community into future customers takes strategy.

Before deciding on the approach for your life insurance business, you may want to define the characteristics for the audience you would like to target for lead generation. There's usually a difference between creating engaging content for a young family compared with a couple approaching retirement. You'll want to speak to the concerns of your target audience and let them know you're there to help. To get you started, below are several target audiences to consider:

- Parents—both single and married—with young children or financial dependents
- Millennials with aging parents who may rely on them for financial support
- Young people with private student loans co-signed by someone else
- Small business owners or entrepreneurs

Once you've determined your audience, try these five clever lead generation tactics to help you get attention, which is the first step in attracting and converting leads into loyal customers.

1. Share Engaging Videos

You may view your life insurance agency simply as a place of business, but your potential customers see it more as a brand. Your company name and logo are shorthand for the values, service, policies, and support that your team offers

your customers every day. The more mindful you are about your brand and its personality, the easier it will be to convert your target audience into leads and sales.¹



One great way to develop a brand persona while helping your target audience to get answers to important questions they may have is to create engaging videos. Feature your team and share testimonials that relate to the people you're trying to reach. You might even consider integrating animation if it makes sense for your brand.

When posting videos, don't forget to include meta tags and titles so that they will get noticed by search engines like Google. Use keywords in your captions and don't forget to add a call to action, or CTA. Post your videos on YouTube and embed them in your blog posts to boost the search rankings for both your videos and your website. Be sure to follow your firm's compliance guidelines before posting any content to social media.

2. Share Success Stories

Imagine that someone is considering purchasing a life insurance policy but they're not sure if it's worth it. Wouldn't it be great if you could share a positive example from someone in a similar situation? That's possible with a well-crafted success story, which is another clever way to generate leads.

The success story could be an explanation of a particular, real-world experience that shows in detail how a customer benefited from their policy with your agency. Think through your cases and see if you can identify a time when a client had a particularly positive experience and benefitted from doing business with you. Some examples might include:

- How finding the right policy for someone with a health issue eased their concerns
- By offering a fully digital experience you transformed the client's view on how easy it is to buy life insurance
- How prequalifying the client for accelerated underwriting and offering a path without the need for an examination or laboratory tests expedited the process for a client concerned about timing

You probably know some people who are grateful for their life insurance policies. If your target audience can relate to them, it's worth reaching out to see if you can feature their relatable experience as a learning tool for your prospective clients.

¹ Tarver, Evan. Brand Personality. Investopedia. July 28, 2020.
<https://www.investopedia.com/terms/b/brand-personality.asp>

3. Create Quizzes That Teach

Another way you can educate prospective clients about the benefits of life insurance—and, in effect, turn them into leads—is to create an interactive quiz. Before you dismiss this as something reserved for teen magazines, think about how a quiz might help someone understand the benefits of life insurance.

For example, perhaps you're looking to target single, young professional women in your region. If they don't have children or a spouse, they may not think they would benefit from purchasing a policy. A quiz can be a fun and easy way to explain the options that are best for them without sounding too "salesy." Think about the questions you'd normally ask and build from there.

The best part? You might receive a lot of helpful and important information about the people taking the quiz. By capturing this data, you could address their needs in a more targeted, effective fashion.

4. Connect with Messenger Marketing

Where is everybody these days? On social media, of course. Nearly 70% of American adults use Facebook, according to a survey by the Pew Research Center, and almost three-fourths of those check the site at least once a day.² Dropping a line into their Facebook Messenger is a sure way to get noticed by those people you're targeting.

It may be less expensive to create a chatbot, an artificial intelligence program designed to engage your leads, than to pay someone to be on hand to answer questions at all hours of the day. If you expect to interact with fewer than 500,000 people, you can sign up for Chatfuel for free to get started on your chatbot.³

5. Give Away a Great Freebie

You likely have a lot of information your customers would benefit from, understanding the various types of life insurance, the differences in their options, and tips for successful life planning for themselves or their loved ones. You can have this information printed on a small tchotchke to hand out when you meet prospective clients in person.* Or, for virtual events think about creating worksheets or an e-book to help people make decisions about life insurance. Many prospective customers have never thought about end-of-life costs and how to create a legacy for themselves. Topics might include:

- How do I get the most out of my annual financial check-up?
- How much life insurance do I need?
- What is the difference between term and cash-value life insurance?

*Please check your state rules and regulations regarding use of promotional items.

² Gramlich, John. 10 facts about Americans and Facebook. Pew Research Center. May 16, 2019. <https://www.pewresearch.org/fact-tank/2019/05/16/facts-about-americans-and-facebook/>

³ <https://chatfuel.com/>. Chatfuel is not an affiliated company of Pacific Life Insurance Company.

No matter what lead generation strategies you choose to expand your prospect list, always prioritize your customers.



Many life insurance carriers have this type of content approved and available for you to share with your prospects and clients. In return for sharing the information, ask prospects if they would be willing to provide their email address to follow up. This process is known as creating a sales funnel, and it's easier than you think to get started.

With Lead Gen, Put Your Prospect First

No matter what lead generation (Lead Gen) strategies you choose to expand your prospect list, always prioritize your customers. Whatever you do, make sure it is presented in a way that speaks directly to your target audience and offers solutions for their lives. That way you have a better chance to stand apart from the competition and be at the top of their mind when they're ready to discuss a life insurance policy.

The primary purpose of life insurance is to protect the policy beneficiaries from the adverse financial consequences of the insured's death.

Pacific Life is a product provider. It is not a fiduciary and therefore does not give advice or make recommendations regarding insurance or investment products.



THE POWER OF PACIFIC LIFE

At Pacific Life, putting customers first has allowed us to serve families and businesses successfully for over 150 years. As part of a mutual holding company structure, we have no publicly-traded stock, so we can focus on long-term strategies, financial strength, and the best interest of our policyowners.

You and your clients, our policyowners, are at the heart of the business decisions we make.



Pacific Life Insurance Company is licensed to issue insurance products in all states except New York. Product/material availability and features may vary by state. Insurance products and their guarantees, including optional benefits and any crediting rates, are backed by the financial strength and claims paying ability of the issuing insurance company. Look to the strength of the life insurance company with regard to such guarantees as these guarantees are not backed by the broker dealer, insurance agency, or their affiliates from which products are purchased. Neither these entities nor their representatives make any representation or assurance regarding the claims paying ability of the life insurance company.

Life insurance is subject to underwriting and approval of the application and may incur monthly policy charges.

This material is distributed through Pacific Life Insurance Company, Lynchburg, VA (844-276-5759).

Pacific Life Insurance Company's Home Office is located in Newport Beach, CA.

Investment and Insurance Products: Not a Deposit	Not Insured by any Federal Government Agency	
Not FDIC Insured	No Bank Guarantee	May Lose Value