Successful Direct Marketing Techniques

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How to make Direct Mail work

- Market for a multitude of products.
- Vary your demographics and zip codes
- Utilize effective contact management
- Track your response and sales

Marketing Multiple Products

 Mail pieces that offer the consumer multiple offerings generate a higher response rate, by as much as 300%

 These pieces create a better environment for multiple sales

Marketing Multiple Products, cont.

- Fabulous door openers
- Everyone is looking for more people to talk to, more people to present to, these work.
- If you cannot sell Final Expense, the opportunity for Annuities, Life, Med Supp and more are possible
- Generate a greater referral base

Marketing Exclusively for LTC

- Use Tax Advantage language
- Partnership States will bring new appeal
- Offer to establish if a consumer can Health Qualify
- Affinity Marketing
- Duplicate Lists

Advantages of purchasing the Duplicate List

- Dupe Lists will provide the name, address and phone number of your entire mailing.
- You can easily find the neighbors of the respondents, when you are in a neighborhood, you have all the demographically qualified residents.

Advantages of purchasing the Duplicate List, cont.

- Many clients tell us that they sell as many policies from the dupe list as they do from the respondents.
- Because they received a mailer, a follow-up call to the non-responders is not cold, but a warm call.
- A very inexpensive way to generate more prospects.
- Phone numbers are DNC Scrubbed.

Varying Demographics

- If you are constantly mailing to the same zip codes with the same parameters, you may be missing opportunities.
- A zip code that requires greater driving may not be mailed as frequently and more likely to respond.

Varying Demographics, cont.

- If you are constantly mailing to a specific Income Range, dropping the income slightly may also increase response.
- You will reach new prospects.
- Income selections are estimates and may not reflect a consumers true spending abilities.

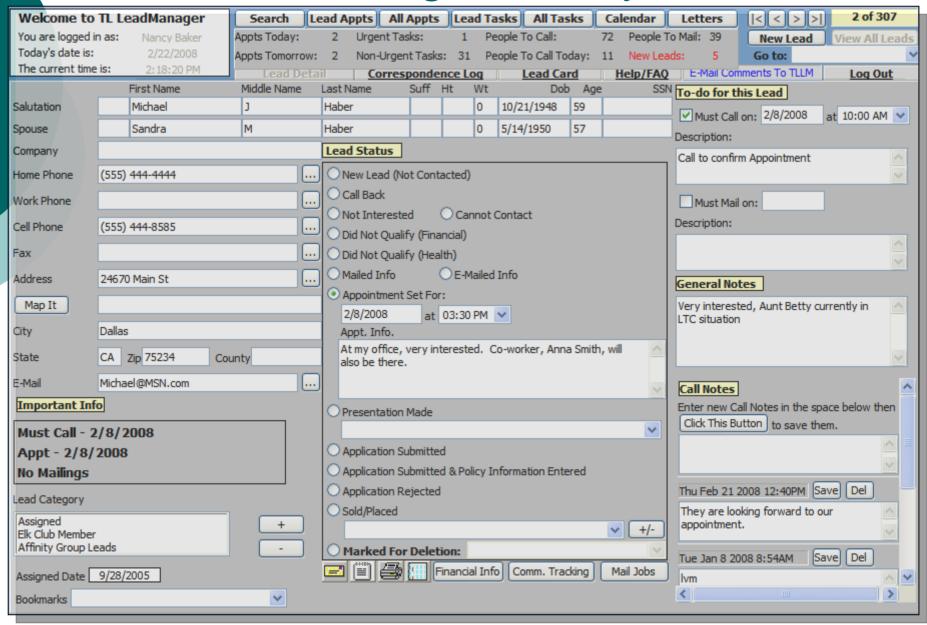
Client and Prospect Management

- If you are still using a paper filing system, you are missing opportunities.
- Leads are precious and must be treated like gold.
- Effective Contact Management is imperative to maximize the potential of your leads.

Client and Prospect Management

- Caller-Id makes it harder to reach consumers.
- Consistently calling at the same time of day is not always effective.
- Timely follow-up is critical.
- Marketing cross-sell opportunities is very hard without database help.
- Allows for ease of tracking mail and selling success or failure

TL LeadManager, our system



Essential Direct Mail Reporting

Batch	Batch Cost	# of Mailers	Date Mailed	# of Responses	Response Rate	Cost Per Lead	# of Policies Sold	\$ Total of Policies
Job 1	\$6,500.00	12,000	12/01/2008	157	1.31%	\$41.40	17	\$43,684.44
Job 2	\$1,000.00	2,000	12/07/2008	50	2.50%	\$20.00	22	\$58,748.00
Job 3	\$1,000.00	3,000	12/14/2008	38	1.27%	\$26.32	5	\$3,080.00
Job 4	\$1,000.00	2,000	12/21/2008	47	2.35%	\$21.28	13	\$23,922.00
Job 5	\$10,000.00	15,000	12/28/2008	277	1.85%	\$36.10	18	\$31,563.00
Job 6	\$1,000.00	2,000	01/05/2009	50	2.50%	\$20.00	1	\$2,244.00
Job 7	\$1,500.00	3,500	01/12/2009	45	1.29%	\$33.33	1	\$2,400.00
Job 8	\$750.00	1,500	01/19/2009	29	1.93%	\$25.86	9	\$16,980.00
Totals	\$22,750.00	41,000		693	1.69%	\$32.83	86	\$182,621.44

You must know what's pulling and what's converting. A high response rate isn't always the best lead piece.