

"Tammy did a great job for us. She stayed right on top of things, monitored performance super closely, and responded quickly and appropriately. She adapted her style to us and our various audiences. She makes us feel comfortable asking questions and making requests. And she is super easy and fun to work with.

We'd be happy to recommend Martin Marketing to others."

Kathryne, MA, MBA

CASE STUDY

INSURANCE COMPANY
ACQUIRING LEADS MORE EFFICIENTLY



PREPARED BY:

TAMMY MARTIN, DIGITAL STRATEGIST

tammy@martinmarketing.ca / 289.338.3275 / martinmarketing.ca



CASE STUDY

INSURANCE COMPANY ACQUIRING LEADS MORE EFFICIENTLY

WHY DID THEY CONNECT?

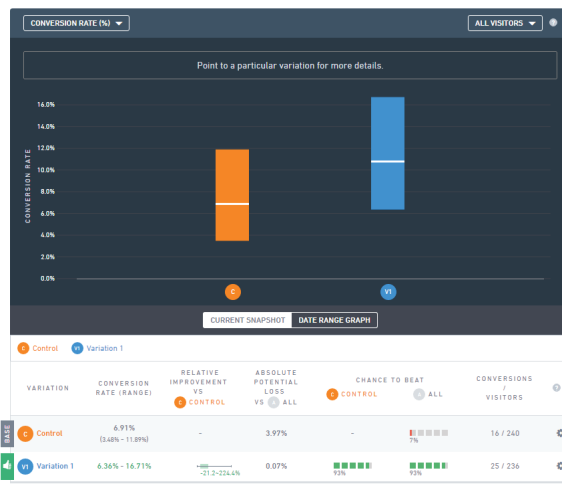
Initially the Insurance company reached out to our digital agency because they were spending about \$5,000/month on Google AdWords and had heard that Facebook Advertising was a good opportunity to get cheaper leads.

CHALLENGES

Initially when they started with us, their content creation was sporadic and infrequent, which is surprisingly normal for a lot of companies. We co-created blog articles and videos with them to stimulate conversation on Facebook and engage their potential clients.

SOLUTIONS

- Before running any kind of traffic acquisition campaign it is important to understand how visitors were engaging with the site. A full site review was undertaken using a combination of analytics data, funnel analysis, heat-maps, click maps and visitor recordings.
- The purpose of this is to identify points of friction in a customer's journey through the site that prevents them from ultimately converting.
- We identified that certain mobile users were having significant problems completing the lead generation form. With 64% of the site's traffic coming from mobile users this was a concern.
- Given that the majority of traffic coming from the Facebook campaign was likely to be mobile traffic, failure to fix these problems would impact the success of the campaign.
- Once the fix was applied to the form we saw an 87.5% improvement in the conversion rate from mobile traffic.
- We provided an executive dashboard that enabled the client to understand the impact and performance of their different marketing channels.
- We tried a variety of blog articles to see what topics picked up the most interest and engagement on Facebook.
- In order to target the right audience, we used their existing customer audience to find more people who were similar to them using fifteen data points within Facebook.



CASE STUDY

INSURANCE COMPANY
ACQUIRING LEADS MORE EFFICIENTLY

SOLUTIONS

We then used the Facebook Pixel to understand who their current visitors were, and more importantly, which visitors became customers. We were then able to target the ads to an audience that was most likely to convert into leads.

Since not every website visitor is going to take action on their first visit, we also created a lead capture system to build their email subscription database. This enabled the client to continue the conversation with their prospects so that they would be top of mind when these prospects are ready for their service.

RESULTS

After an initial six month campaign engaging in relevant topics for their audience and utilizing the Facebook Pixel for audience creation and remarketing, we were able to generate the amount of leads for \$1,000/month in ad spending as we did for AdWords at \$5,000/month.

As a result of tripling their monthly leads, the Insurance company had to hire another team member to handle the new influx of inquiries they are now receiving. The client is also diversified in their marketing approach so they're not 100% reliant on one single platform to generate leads for their business.

3X

Leads
Each Month

2X

Website
Traffic

20%

Lead Cost
Compared to
AdWords

3X

Facebook
Fans

CASE STUDY

INSURANCE COMPANY ACQUIRING LEADS MORE EFFICIENTLY

DIGITAL ASSETS

The Insurance company now has thousands of people in their remarketing list that they can use for upcoming promotions and events. They also tripled the size of their email subscriber base to keep up the conversation with their potential clients with the content that's being created.

As a side benefit, the content creation also helped increase their organic traffic from Google searches. This will provide them with continuous free traffic to their website.

Their website is also optimized to work properly and optimally for all device types to convert visitors into new leads. They are also becoming an established brand in the industry as illustrated through their direct website traffic.

BUILT TO SCALE

Now that they've seen what Facebook can generate at a lower cost per lead, they have significantly cut their AdWords budget and allocated that ad spending over to Facebook instead.

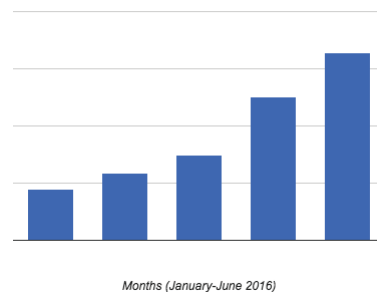
With all of their campaigns running, they have now laid the marketing foundation and poised themselves to scale up from beyond the local community to become a provincial and then national brand for insurance.

TRAFFIC TYPES

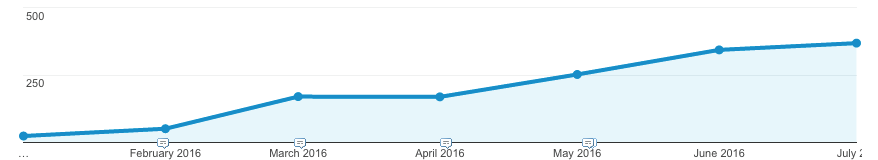


The results they've generated on Facebook has given them the confidence to test out the Instagram platform as well which will be tested in the next few months.

Facebook Page Likes



Goal Completions



CASE STUDY

INSURANCE COMPANY
ACQUIRING LEADS MORE EFFICIENTLY

ASSETS FOR FUNNEL

Continuity Program

Book

Webinars Videos

Blog Articles Affiliates

Custom Audiences
{website, fan base & email subscribers}

Email
Sequence

