An Analysis of Leadbird's Lead Generation Platform at Boston Insurance Agency
A Trusted Choice - Independent Insurance Agency

Reaching Small Businesses

Today, new and small businesses (SMB) work competitively in a national and global marketplace. Effectively reaching them has continued to remain a challenge for many insurance providers. Leadbird solves this problem with a data centric, automated lead generation platform. Boston Insurance Agency serves as a strong example of Leadbird's lead generation platform coupled with a multi-channel marketing program.

Boston Insurance is an independent insurance agency based in Massachusetts. They focus on personalized auto, home, life and business insurance. Their company emphasizes mutual trust between clients. With Leadbird's lead generation platform, their goal is to introduce their agency to new business owners and educate them on business insurance.

≡❘ LEADBIRD

Leadbird is a B2B lead generation platform focused on connecting business service providers with brand new businesses real-time. We produce our own data and utilize it to produce local business-es across the country. The data is industry segmented and geo-tagged, therefore, businesses can pick their own local or national target markets. Leadbird generates attractive potential clients for businesses based on predictive analysis.

Businesses always need to justify their marketing spend. By utilizing an omni-channel approach, Leadbird targets clients in an integrated fashion. After using Leadbird's platform, Boston Insurance was able to improve their new and (1) year old business conversation rate. Taking advantage of the multi-channel approach lead to more prospects for their business.

PRACTICES:

Boston Insurance uses Leadbird's new and (1) year old business data to reach clients in their targeted area. The objective of the omni-channel approach is to integrate multiple local channels including direct mail, email marketing & social media advertise-ments together, to expand the multi-touch points necessary to reach targeted prospects.

Boston sends a simple 4 x 6 targeted postcard introducing their insurance products to both new and (1) year old businesses in their serviceable markets. This mailer is then followed by re-targeted Facebook ads reaching a majority of the same new and (1) year old businesses. This is combined with a follow up email offer reinforcing the targeted postcard which completes the path of introducing Boston insurance products to the local businesses.

Each aspect works together to provide the highest visibility to Atlantic's prospects. When consumers have a tangible asset (e.g. a direct mail piece combined with a social media advertising unit), it reinforces the brand and message. The different client touch points and constant communication reinforce and improve visibility across all channels.

Leadbird then provides a monthly report with the prospect data referencing each record that was mailed a postcard for the Boston Insurance Agency to follow up.

CONCLUSION:

It is challenging to find and reach new businesses on a local level. The time and money and lack of attribution make it difficult to justify the advertising spend. However, with an automated, data-driven platform in effect, it provides an attractive ROI for each new client. The key to Boston Insurance's success is to leverage a repeatable, proven process to secure clients and op-timal integration among all channels.

Using Leadbird
Leadbird is simple to setup requiring 10 minutes for the initial process. The rest is automated. At the end of the month, Leadbird generates a report of the businesses your postcard was mailed to including their contact details if available.

Step 1. Sign up. Complete your company profile.
Step 2. Create and upload your postcard with offer.
We'll do this for you at your option.
Step 3. Select data filters and trigger events (*e.g. New Businesses*).
Step 4. Purchase a subscription starting at $30. Cancel anytime.
Step 5. Go. Leadbird is fully automated and will run sending targeted postcards each month up to your subscription level based on the matched leads.