



AN INTEGRITY COMPANY

# How to Get Medicare Leads THAT CONVERT

The best way to grow your insurance business?

**GOOD QUALITY LEADS.**

But, as the lifeline of an independent broker's business, new Medicare leads can be hard to come by, especially if you're just starting out.

**HERE ARE 6 WAYS** to get exclusive Medicare Advantage, Medicare Supplement, and Turning 65 leads to scale your broker business.



## WORD OF MOUTH

**87.3%** of insurance agents say that referrals from clients are one of their most successful forms of marketing. <sup>1</sup>

**Your reputation means everything - and you can actually make it your number one marketing tool.**

Have a long-standing client, or have you received positive feedback from one? Ask them to recommend you to their family and friends.



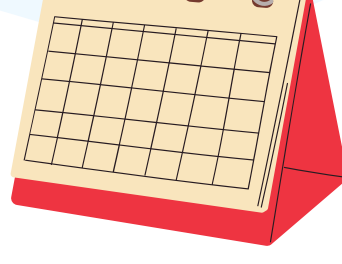
Negative word of mouth can be devastating to your bottom line - so always make every conversation count! Medicare can be confusing to beneficiaries, so courtesy and patience go a long way.



**Consider the demographic for Medicare.**

Baby boomers typically have higher customer service expectations than other generations. They value their time, and look for all the necessary information before making a decision.

## EVENTS



**96%**

of commercial and professional service industry survey respondents believed events provide valuable opportunities for attendees to form in-person connections in an increasingly digital world. <sup>2</sup>

**Marketing events are a great way to educate beneficiaries, make new contacts, gather information and make sales appointments.**

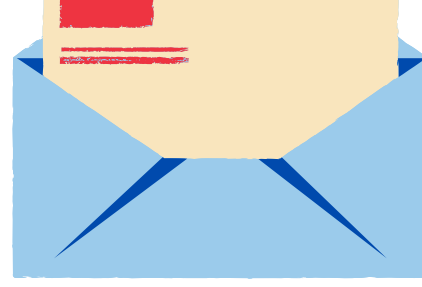
Also referred to as "experiential marketing", events are a unique opportunity to make real connections, explain Medicare in a comprehensive and easy to understand way, and make a lasting impression.

**Want to be the face of Medicare in your community?**

AGA's Events team puts you in front of prospects in your community through live and virtual events.



[LEARN MORE](#)



## DIRECT MAIL



The number of Medicare Advantage marketing-related complaints submitted to CMS more than doubled between 2020 and 2021. <sup>3</sup>

**Direct mail can be the bread and butter of new lead generation for brokers who sell Medicare. But, if done outside the scope of compliance, it can be disastrous.**

**So how can you make it work for you?**

Don't put too much information on one piece of mail, as it can be overwhelming. Instead, use it as an event invitation, or as a business card with all your contact information. You can also showcase a testimonial. Whatever you do, always remember to get your marketing copy approved by CMS before you use it.



AGA agents get bulk discounts on direct mail, plus an additional 50% off through our co-op program\*.

## SOCIAL MEDIA



**33.1 million** <sup>4</sup>

baby boomers used Facebook at least once a month in 2021.

**When done right, marketing on Facebook can be a useful tool for insurance agents. Americans over the age of 64 value information - making Facebook the perfect educational tool to eventually source leads.**

It's important to note that Baby Boomers are likely to misunderstand retargeted or branded content on social media, so be careful about any language that can cause mistrust.

All online, print, event and other marketing and advertising must be submitted and approved by carriers and CMS.

**When in doubt, always refer to the Medicare Marketing Guidelines.**



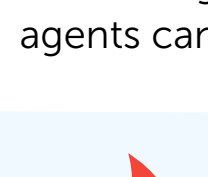
## INTERNET LEADS

**96%**

of Baby Boomers use search engines as one of their top resources to gather information. <sup>5</sup>

**Additionally, mobile queries that contain "insurance near me" have grown by over 100% in the past two years!** <sup>6</sup>

Showing up in the search results is a great way to capture internet leads (leads generated online, generally from a quote request or an appointment scheduling form). Through a high ranking website, or paid ads to your form, agents can leverage the internet for fast leads.



Many agents on AGA's internet leads program tell us they prefer this style of lead because the lead is piping HOT when they receive it. By getting the leads in real time, the agent is usually the first to contact the prospect regarding their request, giving them the advantage to get their foot in the door.

## PARTNER WITH AN FMO



**FMOs can provide independent agent support to help fuel and grow a successful career in the insurance business.**

They can help with training, overhead and marketing costs, websites, and more - so agents can focus on what they do best - selling!

**AGA has over 20 years of experience in dedication to independent agent excellence. Here's what an AGA partnership means for independent agents:**

- ✓ Unmatched sales and marketing resources
- ✓ 50% of your marketing paid for\*
- ✓ Competitive commissions
- ✓ Product variety and partnerships



## Grow Your Book of Business

The need for Medicare Advantage and Medicare Supplement plans will continue to grow. If you're ready to get more qualified Medicare leads, let's discuss how we can support your marketing and advertising strategies!

[GET EXCLUSIVE MEDICARE LEADS](#)

\*For agents who qualify

Sources:

1. Outbound Engine

2. Bizzabo

3. MMIT Network

4. Marketing Charts

5. Forbes

6. Think with Google



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