Selling Strategies

Hello Neighbor Life Insurance Campaign

Marketing locally to consumers and business prospects in your community gives you the best opportunity to find new customers. This campaign in the Hello Neighbor series focuses on driving traffic to your term quoting site. The campaign contains 6 messages focused on different life insurance markets including family, mortgage and senior protection. Each Message also contains a Hello Neighbor video that helps promote the advantages of working with a local agent.

Follow These Steps to Build a Hello Neighbor Life Insurance Campaign

1. To set up the Hello Neighbor Video you will need to build and publish the personalized website that is included in your account. Follow these steps to set up the website and video

    *   To set up the website go to Home > Profile and add a photo and logo if you have one and complete as much of the data fields as possible
    *   Go to Personal Website in the Profile and select all of the personalization options you want for each page of the website. Their is a Video under the Top Toolbar Help tab that will guide you.
    *   To use the Video paste the embed code below into the Video Section of the Personal Website form. If you don't want the other pages you can turn them off.

        <iframe id="viddler-3e61277d" src="//www.viddler.com/embed/3e61277d/?f=1&player=arpeggio&secret=82103391&make_responsive=0" width="437" height="246" frameborder="0" scrolling="no" allowfullscreen></iframe>

    *   After you paste in the embed code save your website and then publish it to test your changes. On the Video page copy the website URL from the top URL bar in your browser
    *   Paste the video website page URL into the image of the Hello Neighbor video player on each message of the campaign using the Insert Link tool
    *   Save your message when done

2. Each message in this campaign contains a Get Quote button from your profile. To set up a Get Quote button with a link to your website or life insurance quoting site follow these steps 1) Go to Home >Profile and scroll down on the contact information 2) Use the Button Maker to build your button and add to the button table.

3. Select local consumers and/or businesses from the Send Campaign database. Try using up to a 20 mile radius from your home or office zip code. Remember this campaign is directed at your Neighbors

4. On the Build Email step go to the Strategies tab and select the Hello Neighbor Life campaign, personalize and add sending dates for the Primary and Follow Up messages

Select Personal Website Option in Your Profile and Paste Hello Neighbor Embed Video Code

Customize Your Personal Website   Help File

1. Select which image you want to use in the header of your personal website:

Photo 100x100 ⌄

2. Select what text you want to show in header:

☑ First and last name   ☑ Company Name   ☑ Phone Number

3. Select what profiles you want to add to About Us web page:

☑ Personal Profile   ☑ Business Profile

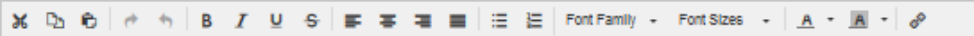4. Select which name you want to use in your web page URL:

◉ First and Last Name   ○ Company Names

5. Turn off website pages:

You can Turn Off All Pages Except Video Page Here ➡

☐ About Us   ☐ Request Quote   ☐ My Page

☐ Message Board   ☐ Contact Us

☐ Refer a Friend   ☐ Video

6. Edit Page Text:

◉ About Us   ○ Refer a Friend   ○ Contact Us

○ Message Board   ○ Request Quote   ○ Video

○ My Page

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Welcome to Marketing Mailbox an Innovative New Marketing Program That Helps You Stay Connected With

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7. Edit Navigation Menu Text:

ABOUT US	REQUEST QUOTE	GET ONLINE QUO'
MY CAMPAIGNS	CONTACT US
REFER A FRIEND	MY VIDEO

8. Edit Page Title:

About Us	Request Quote	Get a Online Term l
My Campaigns	Contact Us
Refer a Friend	Play Video

9. Add Embedded Video to Video Page and paste embed video code in box:

Paste Hello Neighbor Video Embed Code Here ➡

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<iframe id="viddler-3e61277d" src="//www.viddler.com/embed/3e61277d
/?f=1&player=full&secret=82103391&make_responsive=0&
disablebranding=1&hd=1" width="725" height="450" frameborder="0"
scrolling="no" allowfullscreen></iframe>
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Add Your Website Term Quoting Link into Get Quote Button in Account Your Profile

Button Maker

Note: You can create a button and add it as a merge field in the Send Campaign editor.

Select Title
Get Quote

Select Size
100px by 50px

Link

Select Color
Blue

Select Text Color
White

Preview   Add

Title	Size	Color	Link	Delete
Get Quote	150px by 50px	Green	https://mymarketingmailbox.com/georgiytes...	✕
Contact Us	150px by 50px	Blue	https://www.mymarketingmailbox.com/mar...	✕
Learn More	200px by 50px	Blue	mailto:support@contactmarketingpro.com	✕
Download	200px by 50px	Blue	support@contactmarketingpro.com	✕

Hello Neighbor,

My name is «User:First Name» «User:Last Name» and I'm a local insurance agent that's been helping families in «RecipientCity» for years to find the right Insurance solution for their family.

I'm trying for grow my business so I'm reaching out to families in our community to offer a no obligation Insurance review. I would like to connect for 10 minutes on the phone to see if I can be of service and maybe save your family money?

To schedule our call just reply to this email or call me at «User:Business Phone».

Kevin Kilberry
Marketing Mailbox
4835 E Cactus Drive
Scottsdale AZ 85254
(800) 498-0105
kevinkilberry@marketingmailbox.com
www.marketingmailbox.com

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Hello Neighbor,

Did you know life insurance rates have come down for most residents of your city «RecipientCity»? Also getting a quote and applying for life insurance is easier than ever before using online quote engines.

You can use link below to build a no obligation term life insurance quote to see just how affordable this valueable protection can be.

Get Quote

Here are examples of term life insurance costs

Gender	Coverage	Monthly Premium

Getting affordable Life Insurance coverage to potect your family doesn't need to be a hassel. If you would like, we can schedule a short life insurance needs analysis so I can better understand your needs and recommend the best solution.

To schedule our call just reply to this email or call me at «User:Business Phone».

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(800) 498-0105
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Here is a Short Video That Helps Explain the Advantages
of Working With a Local Insurance agent

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Senior Insurance Quotes

FREE

Get your rates now!

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Here is a Short Video That Helps Explain the Advantages of Working With a Local Insurance agent

Hello Neighbor

viddler

CC:CC
C1:C2

Marketing Mailbox.com

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(800) 498-0105
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Hello Neighbor,

Did you know mortgage protection life insurance rates for have come down for most residents of your city «RecipientCity»? Also getting a quote and applying for life insurance is easier than ever before using online quote engines.

You can use link below to build a no obligation term life insurance quote to see just how affordable this valueable protection can be.

Get Quote

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