

10 Minute Trainings

Leads...Leads...Leads
Guerilla Marketing

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➤ **Guerilla Marketing :**

- Investment of energy instead of money
- Local/grassroots marketing

➤ **Guerilla Marketing Requirements:**

- Must be authentic & personal
- Never loses contact with consumer
- Must have strong ties with your target audience
- Must be honest
- Know the difference between Prime Prospects & Prospects

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➤ **Prime Prospects: *Low Hanging Fruit!***

- Current Clients, ages 65+
- Friends of Current Clients, ages 65+
- Friends/Family, ages 65+
- Any Medicare eligible person with whom you have a relationship

➤ **Prospects:**

- Current Clients, under 65
- Friends of Current Clients, under 65
- Friends/Family, under 65
- Any person with whom you have a relationship
- Any Medicare eligible person in your area of influence

**The key to successful Guerilla Marketing
is to use different tactics for different prospects!**

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Guerilla Marketing Ideas:

1. Word of Mouth

Get people to recommend your services to their circle of friends. Can be done on the internet using social media or just through talking.

- Ask clients or friends/family to tell 5 people what you do. Arm them with info about you, business cards, buttons, flyers, etc.
- Ask senior clients/family/ friends to wear a button that says, "Ask me about my Medicare plan" or "Ask me about my Medicare Insurance Agent."

2. Give Aways

At any event, give away something cheap and catchy. Can be as simple as cookies or candy, or items with your logo & phone number, i.e. chapstick, pens, buttons, etc.

3. Local Community Events

Take advantage of local events through sponsorship, staffing a booth or just advertising in their program/handbill.

4. Make your workspace a Billboard

Put a bumper sticker, magnet or sign on your car or office window. Wear a t-shirt or hat that says, "Licensed Health Insurance Agent."

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Guerilla Marketing Ideas:

5. Sticky Notes/Signs/Flyers

Get permission to post anywhere: in office building's elevators, break rooms & bathrooms; restaurant bathrooms or menus, community laundry rooms, apartment complexes, by community mailboxes, etc.

- Handwrite a catchy compliant message with your contact info.
 - Medicare Questions? Call me, Joe Smith, licensed agent, phone #
- Create various messages to go with the placement or the ad:
 - **In elevator:** "Tired of the ups & downs with your Medicare insurance? Contact me! I'm a licensed insurance agent, who works in this building. Contact info"
 - **In bathroom:** "When it comes to your Medicare coverage, are flushing money or benefits? As a licensed insurance professional, I can make sure that doesn't happen to you. Contact me for no obligation review! Contact info."
 - **Community Mailbox:** "Overwhelmed with Medicare mail? Let me help! I'm a licensed agent who lives in this community. Contact info."
 - **In Menu:** "Daily Special: Medicare questions answered with a side of peace-of-mind. As an experienced insurance agent, I can provide fat-free guidance and ensure you have the insurance coverage you want. Contact info."

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Guerilla Marketing Ideas:

6. So Many Stamps

Get your mailers noticed by putting message in large envelope and using 43 - 1 cent stamps.

7. Top 10 Reasons to Choose You

Create a flyer and post around town where seniors frequent. Be creative (channel David Letterman) and list the top 10 reasons why the prospect should choose you. **MUST BE TRUE!!**

8. Create an Online Community

Interview someone the target would find interesting or a senior who has status in your community and blog about the interview. Ask seniors for their input on Medicare.

9. Partnerships

Partner with someone who offers complimentary services. Think outside the box – it doesn't have to be insurance related. Share the cost of advertising, cross promote each other's business through emails/letters to clients about the partner and/or flyers posted in each other's offices.

10. Complaint or Suggestion Day

Hold an "open house" at your office where prospects can drop in to give their complaints, opinions or suggestions about your business. Put signs on the street (if appropriate) such as "Medicare Insurance Complaint / Suggestion Day. Licensed agent inside & ready to listen."

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Guerilla Marketing Ideas:

11. Fake Publicity Stunt

Have people picket your office/storefront with signs that read, "This business is awesome." "I love my insurance agent and this is his/her office."

12. Client Appreciation Ice Cream Social

Invite your clients to an ice cream social and have them bring 2 friends.

13. Guest Blogging

Ask other bloggers to write about you and your Medicare business or blog on a related or semi-related blog.

14. Print Calendars

Give to each client or leave in a public place for people to take for free. Include an insurance fact on each month, highlight important dates such as AEP. Make sure your contact info is at bottom of each month.

15. Temporary Tattoos

Create a temporary tattoo and put it on your arm or somewhere noticeable, i.e. "Ask me about Medicare Insurance." "AEP ends Dec. 7th!" "Happy with your Medicare plan?"

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Guerilla Marketing Reminders:

- **All Marketing MUST MEET Compliance Regulations**
- **Compliance rules of engagement MUST always be followed**
- **Messaging MUST BE authentic**
- **Create a culture of trust by identifying with your prospect**
- **Highlight anything you might have in common with prospect**

**ALWAYS CHECK YOUR MARKETING IDEAS WITH
BERWICK INSURANCE COMPLIANCE DEPARTMENT!**

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Q & A



**Contact us @
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