



SENIOR MARKETING
SPECIALISTS

DAY 3 GUIDE

MARKETING MEDICARE PRODUCTS

Senior Marketing Specialists
Medicare Quick Start

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OVERVIEW

Welcome to day three of Medicare Quick Start- Marketing Medicare Products.

You may be the best agent in your area, state, the whole country for that matter, but if you are not marketing, who will know?

This study guide is designed to get you familiar with common marketing methods to get you in front of prospects faster.

We will be taking a high-level overview of each marketing method commonly used by new agents. Should you want to explore or take a deeper look at a method to see if it would be a good fit for your marketing style and preference, give us a call and set up a strategy session.

TIP:

Put your plan in writing and keep it on you. Make this a “living document” by keeping notes, ideas, and other opportunities on it. At the end of the quarter, your marketing plan(s) should look like they were dug up!

This way, when you go to create your next plan, you have a baseline for the next month/quarter.



MARKETING 101

COMMON MARKETING METHODS

Building a Book of Business:

- Direct Mail
- Door to Door
- Cold Calling
- Seminars
- Social Media
- Advertisements

Working with an existing Book of Business:

- Direct Mail (more personalized)
- Warm Calling
- Client Events
- Referrals

These are some more common marketing methods. There are numerous others, depending on your selling type, market, community involvement, etc.



WHAT IS RIGHT FOR ME?

As mentioned, we are going to take a high-level view of each of the mentioned marketing methods. Different agents have different results depending on their personalities, interests, motivation, etc.

How do you know what to pick? Ask yourself these questions:

What do you enjoy doing?

If you do not enjoy talking on the phone, cold calling may not be the most feasible marketing method for you. If you are more of a face-to-face person, look at door to door marketing.

What market are you serving?

Depending on the size of your market, you may have to branch out to more distant markets, where you may have to consider travel times and other factors which can help determine your marketing methods.

How long should I try it?

It is important to get a solid base of results to see the return on your marketing methods. You may make one mail drop and only receive 5 leads. However, another campaign may yield 20 leads. You may spend a whole day knocking on doors and get no appointments, and the following day enroll 3 people. Our basic rule is to try a campaign for at least a quarter (3 months) and then review your results to determine if it is a viable method for you.

Make a Plan

Regardless of what marketing methods you choose, it is important to make a plan and track your results. You don't want to spend your time, money, and effort on marketing that does not work.

Before we review each marketing method, it is important to review:



COMPLIANCE

CMS, which oversees Medicare Advantage and Medicare Drug Plan marketing, prohibits contacting prospects without prior consent, such as:

- Cold calling
- Door to door solicitation
- Approaching prospects in common areas
- And other such activities

Seminars covering Medicare C and D plans must be registered with the carrier you are representing at the event.

All other insurance plans, including Medicare Supplement Plans, are overseen by the Department of Insurance of the state they are operating in.

It is your responsibility as the agent to adhere to all federal, state and other regulations when marketing Medicare and other insurance lines, including all documentation and use of all required forms.

Questions? Give us a call!



DIRECT MAIL

Direct mail is still a very valid form of marketing to Medicare beneficiaries.

There are numerous vendors, also known as mail houses, who specialize in this form of marketing.

BRC

Business Reply Cards (BRC) are forms the prospect completes and mails back in for you to reach out and have an appointment with them.

What to expect:

Most mail campaigns are based on a 1,000 piece mail drop. This will average a 1.5% return (or 15 cards mailed back in, commonly referred to as lead cards). This of course will vary from area to area as well as campaign to campaign.

Costs:

These are the general numbers used by many agents when considering a mail campaign:

1,000 piece mail drop: \$465

1.5% return = 15 cards (\$31 per card)

8 Appointments (\$58.13 per appointment)

3 Sales (\$155 per sale)

As you can see, not every lead card will result in an appointment, and not every appointment will result in a sale. It is important to track your numbers to make sure you are receiving the most return on your investment (ROI).

Looking to start a direct mail campaign? [CLICK HERE](#) for our select partners.



DOOR TO DOOR CAMPAIGNS

Door to door campaigns generally pair with direct mail. As you saw from the direct mail numbers, on average there is a 1.5% return, or 15 leads. That means there are 985 prospects who did not reply. Agents will go door to door and contact those 985 (or as many as they can) directly.

What to say:

- **Introduce yourself**
- **Why you are there**
- **Ask a question**

Example: *"Hello, my name is Mike and I am a local agent working with people aging into Medicare. Our records indicate you will be receiving Medicare soon, is this correct?"*

Numbers

20 / 5 / 1

For every 20 people who answer the door, you should have 5 appointments (either right then and there or for a later time) and 1 sale. How much time will this take to get in front of 20 people who have answered the door? That depends on the area you are marketing.

More urban or city based markets have a more centralized population making it easier to go door to door.

More rural based markets involve more driving and distance between homes, which can make the process take a longer time.



COLD CALLING

NOTE: CMS prohibits cold calling for Medicare C and D products.

Cold calling is growing in popularity thanks to new technology which can help you make more calls in a fewer amount of time.

You do not have to choose between being either a phone sales or in-person agent. Many agents do both, blend the two style of sales and marketing. This can greatly open up your demographic and allow you to start to sell over the state(s) you are licensed.

How to market over the phone

Dialer System:

This is a program that will make 2+ dials (or calls out) automatically at a time. When someone answers, the other line(s) will stop dialing until you tell them to dial again. No special equipment is required other than a computer and a headset.

Senior Marketing Specialists has partnered with Sales Dialers to give you access to

Phone scrips:

Having a good script (without sounding like a robot) is vital in the cold calling arena.

Proper products:

Some plans, such as certain Medicare Supplement carriers, have electronic applications that can be done over the phone. There are agents who do the vast majority of their sales without ever meeting a client face to face.

If you are interested in starting over the phone, let us know!



SEMINARS

Seminars are a great way to talk to multiple prospects at one time. They can also help your image as the local community expert when it comes to Medicare.

There are two main types of events for agents to perform:

- Registered Sales Event
- Educational Event

Educational events do not need to be reported but you cannot accept an enrollment application. You may set an individual appointment for after the event. You may pass out business cards.

Sales events are required to be reported and you can accept an enrollment application.

Within sales events there are formal and informal events. A formal event is a traditional seminar where there is a start time and a presentation to an audience. An informal event is one where people may come and go at their choosing, such as at a marketing booth.

NOTE: With a sales event, you will be presenting one plan and there are certain topics you are required to cover.

OTHER EVENTS

You may also perform other events, such as Diabetes & Medicare. Call Senior Marketing Specialists for more details.

Most important part of the seminar

Your call to action. Make sure you have a clear call to action, so your attendees know the next step!

Senior Marketing Specialists can help you with your event! Give us a call for tips, ideas, and more.



SOCIAL MEDIA

It is no longer a question of should I be on social media, it is a question of HOW to be on social media.

Facebook is the primary social media platform used by most people 55 years old or older.

HOW TO GET STARTED / KEEPING CURRENT

Create Page

Make a page for your agency. Pages are not linked to your personal account.

Use a headshot / Logo

Get a professional headshot or display your logo. If you do not have a professional headshot, get a friend to take a headshot with your phone as for this format, your phone's camera should be adequate.

Use a creative cover photo

Showcase your market, local landmark, your business, etc.

Join SMS Agent Connect

SMS Agent Connect is a closed Facebook group designed to give you content for your Facebook page

[CLICK HERE TO JOIN SMS AGENT CONNECT](#)

(Note: SMS Agent Connect is for contracted SMS Agents. If you do not have an active contract, give us a call! (800) 689-2800

Make a Schedule

Inconsistency is the #1 reason Facebook pages fail.
Make a schedule!

For more detailed information, download our Medicare Café Facebook Overview on the Virtual New Agent School Resource Page:

[CLICK HERE](#)



PROFESSIONAL NETWORK

Your clients use other professionals.

- Doctors
- Pharmacists
- Financial Planners
- CPA's
- Other Insurance Agents
- Estate Planning Attorneys
- And others

These other professionals may have clients who need your services, and vice-versa. This is why it is vital to create a referral based network to help your clients (and your partner's clients) have resources and trusted professionals help them.

In addition, you can help control who is talking to your clients. Why is this important? Let's say you have a client who is looking to roll over their 401k in retirement. You tell them you do not offer that service and continue the appointment. The appointment ends with a continuation and you arrange to meet then the following week.

In the mean time, the client meets with a financial planner to help with their 401k and that planner also does Medicare coverage. Or, that planner refers that client to another agent for their Medicare coverage. You just invited in the competition.

TIP: Value-Add vs. Paid Referrals

One of the easiest ways to lose a friend is to involve money. The same is true with professional relationships. Paying for referrals or sales can get very complex. Plus, CMS has strict guidelines when it comes to Medicare Part C and D plans.

It is far easier and better for relationships to base it on a value-add to the practice and clients.



OTHER MARKETING

Running Advertisements

These can be ads in your local newspaper, newsletters for other organizations, radio ads, etc.

The important thing here is to remain compliant.

TIP: Check in your area if there is a publication that targets seniors or baby boomers.

Writing Articles

There are a lot of smaller publications who are looking for people to write content for them. This is a great way to get your name out there as an expert.

Where do you find these publications? Go to your local senior centers or housing communities and look for them there!

Networking

Are you the go-to for Medicare insurance in the community? No?

Getting involved in civic groups can change that!

- Chamber of Commerce
- Rotary Clubs
- Non-Profit Groups
- Local Events
- Senior Centers
- Volunteering

The more places you are, the more people will find you.

Other ideas (your notes):



CURRENT CLIENTS

Don't forget about your current clients!

2 Main marketing to your current book of business:

1. Cross Selling
2. Retention

Cross Selling

- Your clients may have concerns you were not able to address at that time
- Your clients may have had life changing situations and are considering other forms of coverage
- Your client may not realize what is available to them

Before you start sending out a million different marketing pieces, it is important that you are not overwhelming your clients with offers for more coverage. This may come off as very "salesy" and drive away more people than it will pull in.

Retention

It is not your client's job to remember you, it is your job not to be forgotten.

It is important for you, the agent to stay top of mind with your clients. Not only for retention but for referrals as well.

Your clients should know this is not a one and done sale, it is a relationship and you are a trusted professional who will help guide them through their retirement.

We have numerous other ideas in our Bobbing: Working Your Book of Business guide on the Virtual New Agent School Page:

[CLICK HERE](#)



REFERRALS

It's not your client's job to remember you, it's your job not to be forgotten

Referrals are the ultimate thank you from your clients. But, how do you get your clients to give out your name without being annoying or a pest about it?

You should be collecting their email address!

An email newsletter is a very passive way to keep your name in-front of your clients. They may not use email as much as they did when they work, but that does not mean you do not use this FREE tool to keep you top-of-mind.

But my clients do not have email! Do you know this or are you assuming they do not have email? Are they on Facebook? They have email. Do they order off Amazon? They have email.

What do I do with their email?

You start an email newsletter. Mail Chimp (<https://mailchimp.com/>) is a free email service (depending on the size of your list, but as I am writing this less than 2,000 emails it is free to use) for when your clients are talking to their family and friends about their coverage, your name comes up.

How else can I get referrals?

There are numerous ways to get referrals from your clients, which we cover in our eBook: *Generating Referrals*. You can download your copy on the Virtual New Agent School page: [CLICK HERE](#)



WHAT TO DO FROM HERE

Create your marketing plan:

- Pick at least 3 marketing methods you will do next quarter
- Write them out and create a plan
 - NEED HELP? Download the Your Marketing Plan whitepaper on the Mediare Quick Start page: [CLICK HERE](#)
- Perform the methods, adjusting as you go for the best return on your investment, whether that be time or money
- What is the #1 way you are generating referrals? If you do not know, then it is time to create a referral marketing plan (same as above)

Should you have questions, comments, concerns, or anything else we can help you with, please contact us! You can call, live chat on our webpage, SMSteam, or if you have a client issue, fill out a support ticket.

We look forward to Day 4 with you, Selling!



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(800) 689-2800

SMSteam.net

SMS-University.com