

5 Ways to Improve Lead Generation

1. Touch Your Leads Daily



This means constantly being on the lookout for leads. Create relationships in your community that will bring in new business and residual income. For example, sponsor a softball team, get your name on bumper stickers to give out to clients, and be involved in community clubs and events.

2. Choose Your Niche



Become an expert in your specific insurance niche, such as Medicare, ACA, Life, etc. The more you know about the plans you sell, the more you can hone in on your target market. This will help you focus your marketing efforts appropriately. Being an expert can also increase your referral leads. When people feel like they can turn to you for advice, they are more likely to refer you to their friends & family.

3. Keep Prospecting



Get in touch with local businesses, new people in town, and check your local newspaper to find local prospects. When you see a new local business, visit them. Get out and be visible in your community, and don't be afraid to ask for leads or referrals.

4. Build Professional Relationships



Building relationships with other businesses – especially those in your niche – can provide opportunities to share leads or marketing costs. You can get creative with these types of lead generations funnels as long as you keep compliance in mind.

5. Utilize Social Media



Make sure you are active on social media and choose the best platforms for your niche. Do some research on your target market and make sure you are active on those platforms. If used effectively, you can reach a large audience of prospects and generate leads.