
Life Insurance

CASE STUDY



About us

L2W Digital is a full-service digital marketing agency. Our core services are:

Lead Generation

Lead generation is only effective once you understand who your ideal customer is and where they spend the most time. Knowing this, along with an attractive hook or offer that solves a problem, ensures a successful lead generation campaign.

We generate leads across all the mainstream platforms including, but limited to, Google, Facebook, Twitter and LinkedIn.

Lead Nurturing

Getting the lead is only the first step. Now, it's time to build a relationship with them. Adding personalised content that adds value, will take prospects further down the sales funnel.

It can take a number of touch points to convert a lead. With the technology available we can automate this process, which will complement your existing offline process.

A lead can be nurtured through email, SMS, social media re-targeting and sending them down a personalised sales funnel.



Retention

We see retention as keeping your customers coming back for more and making them raving fans.

The best way to do this, is to engage with your customers regularly. Understanding their challenges and problems will pave the way for further up-sells and cross-sells. Asking for their feedback will keep them engaged and your business or brand top of mind.

You will find happy customers will be the best source of new customers, too.

We combine the above services to create a Marketing Engine that delivers digital marketing effectiveness to ensure a return on investment.

A [single customer view](#) is a must for any business that operates digitally, and understanding core KPIs to help drive profitable growth, including:

Cost Per Lead

Cost Per Acquisition

Customer Lifetime Value

Sales Conversion Rate

Life Insurance Case Study

Objective

To deliver and nurture life insurance leads for an Insurance broker.

Lead Generation Platform

Facebook Ads

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Life cover designed specifically for people with type 1 and type 2 diabetes.
Tailored cover, with premiums that can be reduced to reward good control of the condition.
Find out more about specialist diabetes life insurance cover to suit you and your needs. (T&Cs apply).



Diabetes Life Cover
Diabetes Life Cover

Learn More

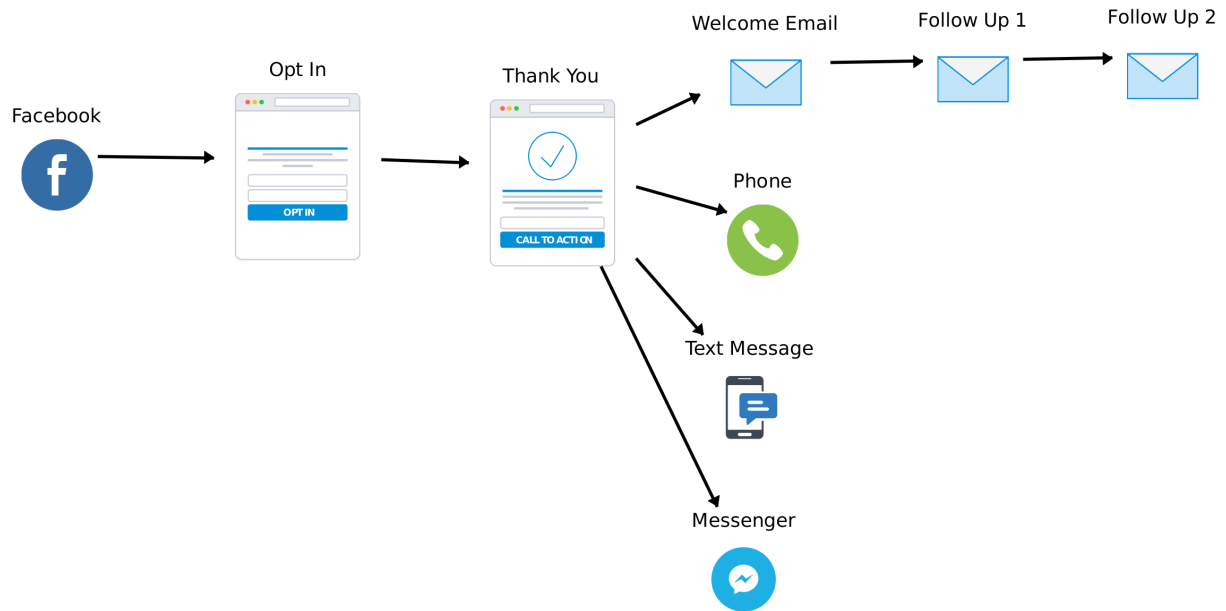
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Get Apple Watch Series 4 from £99

Learn More



Funnel

Funnel: Email, SMS and Messenger Retargeting.

The objective was to obtain leads via Facebook ads and nurture them through a combined Email, SMS and Messenger Bot sequence.

All leads were sent an initial SMS confirming that the client will be in touch shortly.

The email nurture sequence lasted 3 days with an email sent daily. Content was focused on the features, benefits and social proof.

Messenger retargeting was used to reach out to those leads where the initial telephone contact was not possible and asked them to get in touch via Facebook Messenger.

Results

Before we worked with this client their cost per lead from Facebook was approx £30 with a poor contact and conversion rate.

Average Cost Per Lead: £5

Email Open Rate: 34.6%

Email Click Through Rate: 22%

Sales Conversion Rate: 30%

Testimonials





Thank You

If you would like to arrange a call to discuss Digital Marketing for your business, please email hitesh.mistry@l2wdigital.com