The Advent of Inbound Permission Based Marketing: Education Versus Advertising

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ILTCI

What we'll cover

- How marketing LTC Insurance has changed

- How carriers and distributors can work closer together

- Connecting marketing and sales

Traditional Marketing Channels are Broken
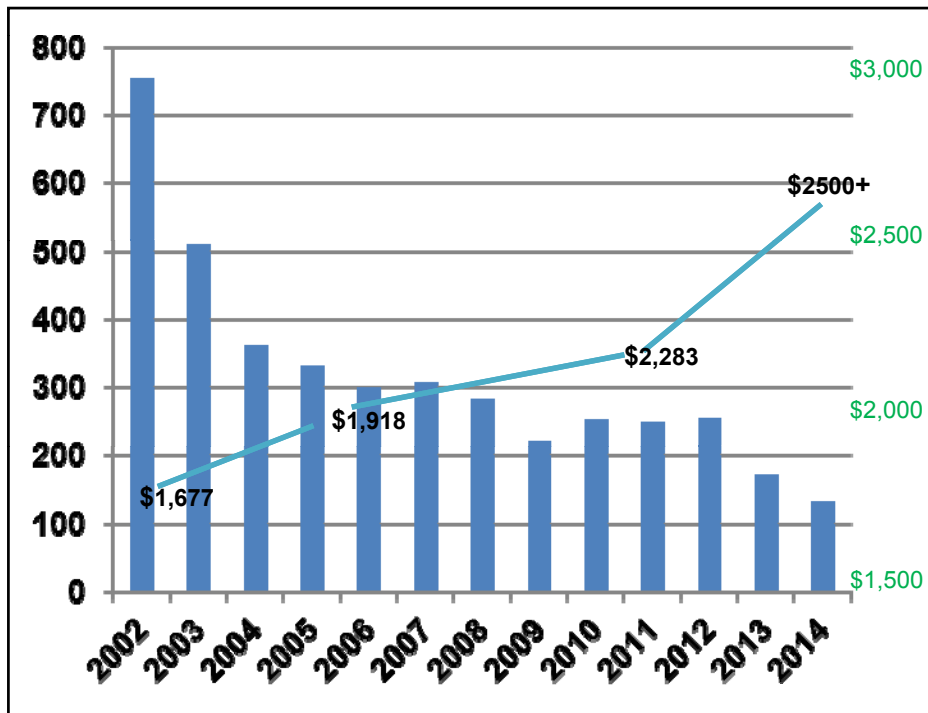
A Carrier's View

- Need to grow the market
  - Expand the target market
- Traditional marketing challenging
  - ROI poor
  - Lack of trust in Insurance carriers
  - Information access is what's desired
- Need to change the conversation
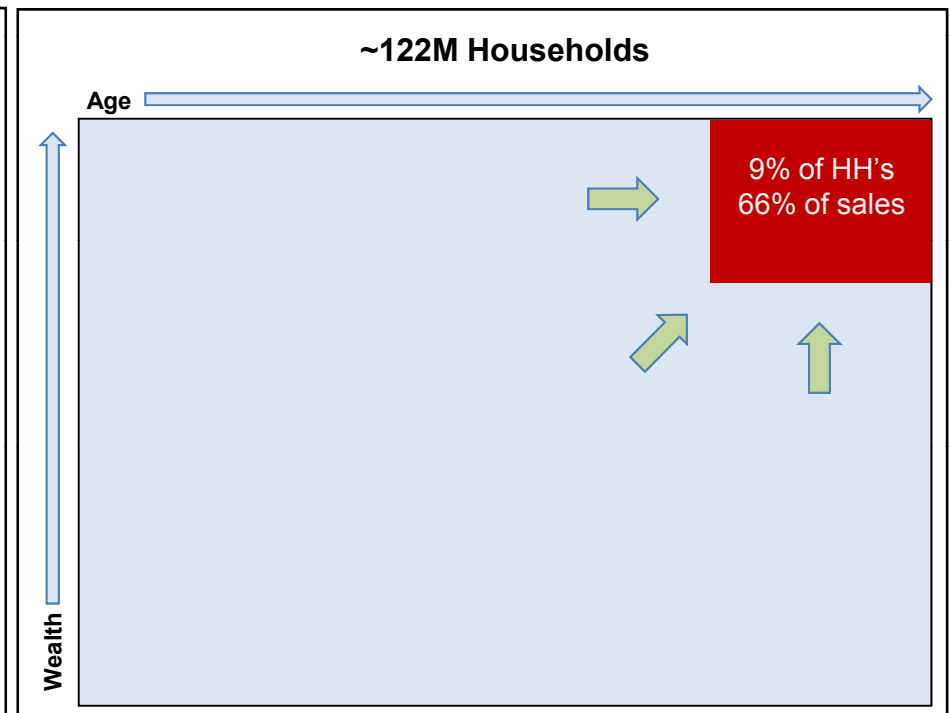 - Education
  - Neutrality
  - Need

LTCI Market Context

Individual Policies Sold & Average Annual Premium

Source: LIMRA, LTCG Health Experience Reports and Analysis

U.S. Households and Industry Concentration

~122M Households

Age

Wealth

9% of HH's
66% of sales

Source: U.S. Census, Genworth Policyholder Analysis

A reduction of market players, shrinking distribution, increasing premiums, and solution alternatives have resulted in LTCI being a solution for the "affluent."

A distributor's challenge

- Fire sales over –hard work begins
- New products have "unlimited" supply – just need to sell them
- LTC Insurance – has a PR problem

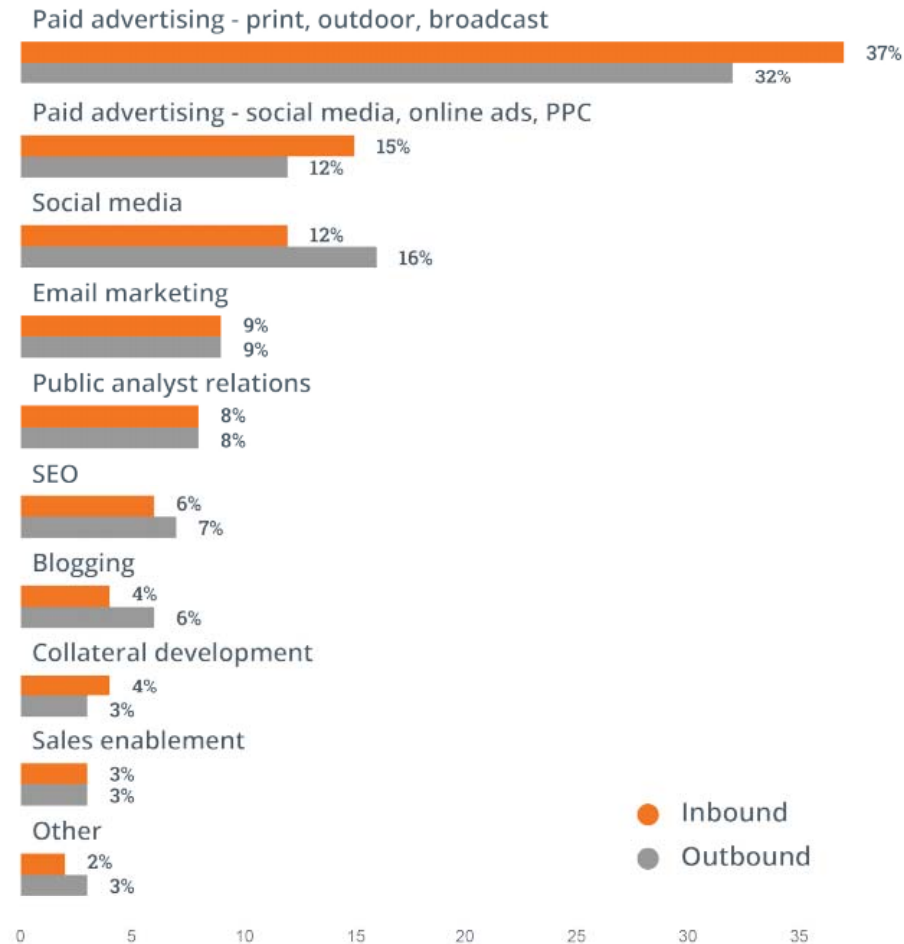# What are ways to increase sales?

- Compensation?

- Wholesalers?

- Direct Mail?

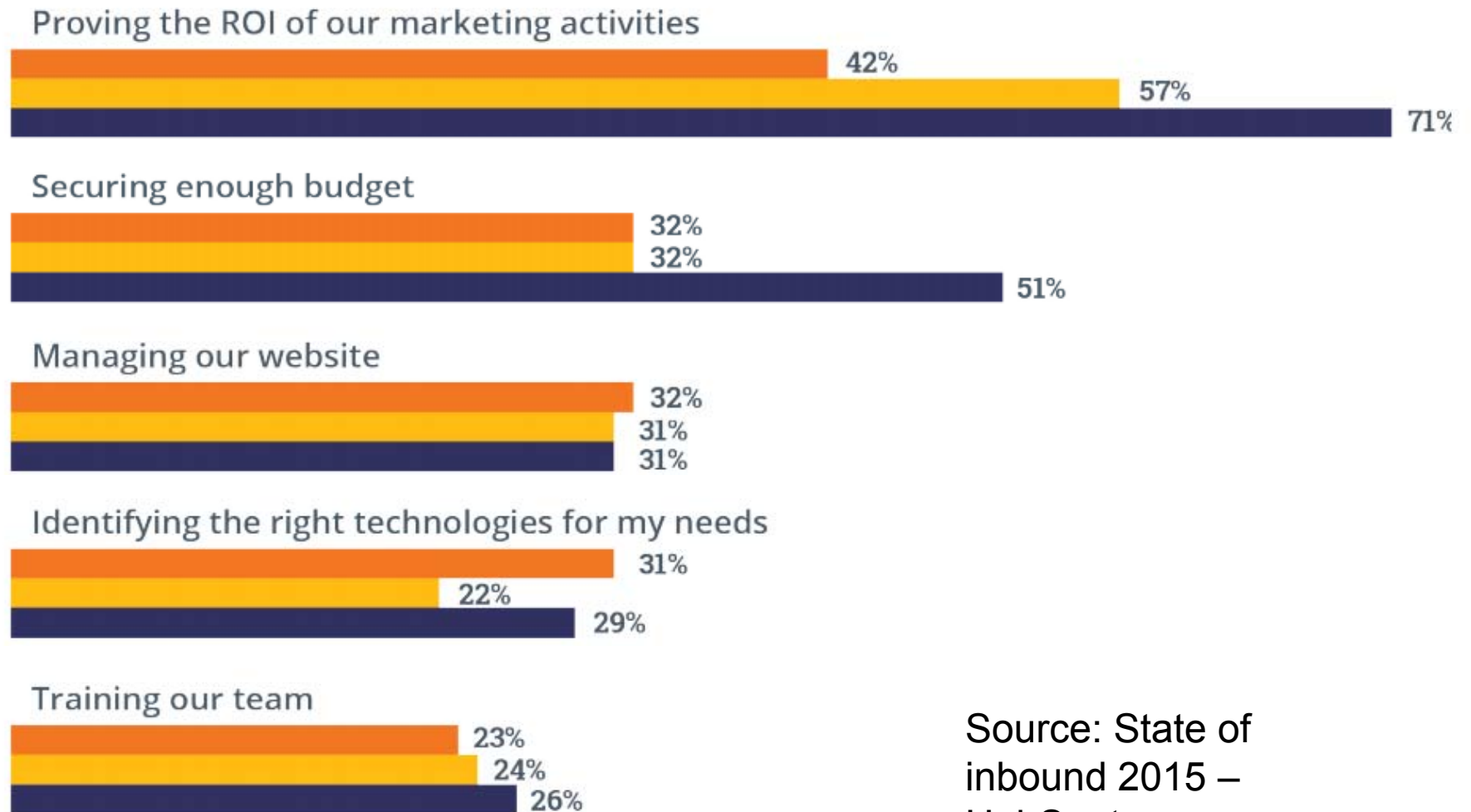- Advertising? (Print, Radio, TV, Digital)

- Paid Search?

The Most Overrated Marketing Tactic

Outbound is classified as a waste of time across inbound
and outbound organizations alike

Source: State of inbound 2015 – HubSpot
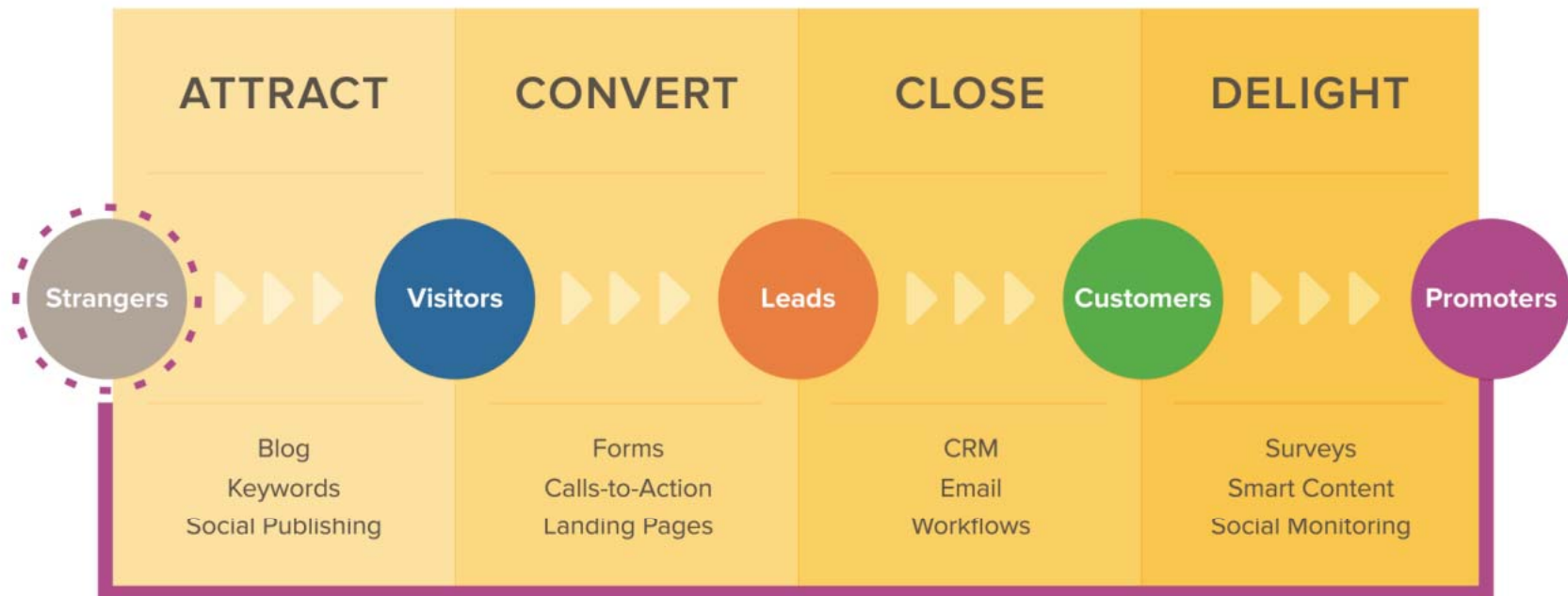
Top Challenges for Marketers

Proving the ROI of our marketing activities
42%
57%
71%

Securing enough budget
32%
32%
51%

Managing our website
32%
31%
31%

Identifying the right technologies for my needs
31%
22%
29%

Training our team
23%
24%
26%

Source: State of inbound 2015 – HubSpot

Consumers are controlling the sales process

Inbound Methodology

ATTRACT	CONVERT	CLOSE	DELIGHT
Strangers → Visitors	Leads	Customers	Promoters
Blog	Forms	CRM	Surveys
Keywords	Calls-to-Action	Email	Smart Content
Social Publishing	Landing Pages	Workflows	Social Monitoring

Source: Hubspot, Inc.

One Distributor's Journey

- ~~Paid Advertising~~
- ~~Higher Commissions~~
- ~~Direct Mail~~

- Advisor Education
- Consumer Education
- Benefit Broker Education

I am a...

Financial Advisor

Internal Notes

Roles	Wealth Management - meeting with clients face to face or over the phone
Goals	Relationships, earn more money for clients and themselves, risk mitigation, objective advice
Challenges	Time, client acquistion, juggling multiple LTC carriers. Common objections to LTC Insurance are the high cost, NO URGENCY to purchase, clients not understanding what LTC Insurance is.

Demographics

|	
Age	45-60, although some older.
Income	$150K to $450K - depending on account and expertise.
Education	BA, MBA, CFP (Certified Financial Planner)
Location	Suburban Affluent neighborhoods are primary.

Story

Story	Frank has been doing investments and wealth management for over 20 years. He got started assisting stockbrokers in the 90's and saw the tech crash and advisors becoming more risk adverse and adding insurance products to their practices, such as life and annuity plans. He used to work for a large broker dealer and is now part of an independent broker dealer. Frank used to sell more LTC Insurance when it was less expensive and easier to underwrite. Now, it is very expensive and often difficult to qualify for. He has been writing more linked Life/LTC plans such as Lincoln MoneyGuard but doesn't know if it is the best solution. Frank gets his information from Websites, BGA's, news emails from carriers and wholesalers, WSJ, Barrons, Leans independent politically. Frank devotes time to his church and charity in the free time and is a bike rider. Enjoys fine wine and travel

Types of Content

- Social Media
- Microsites
- Landing Pages
- Slideshares
- Video Blogs
- Email news
- Blog Posts
- Webinars
- E-books
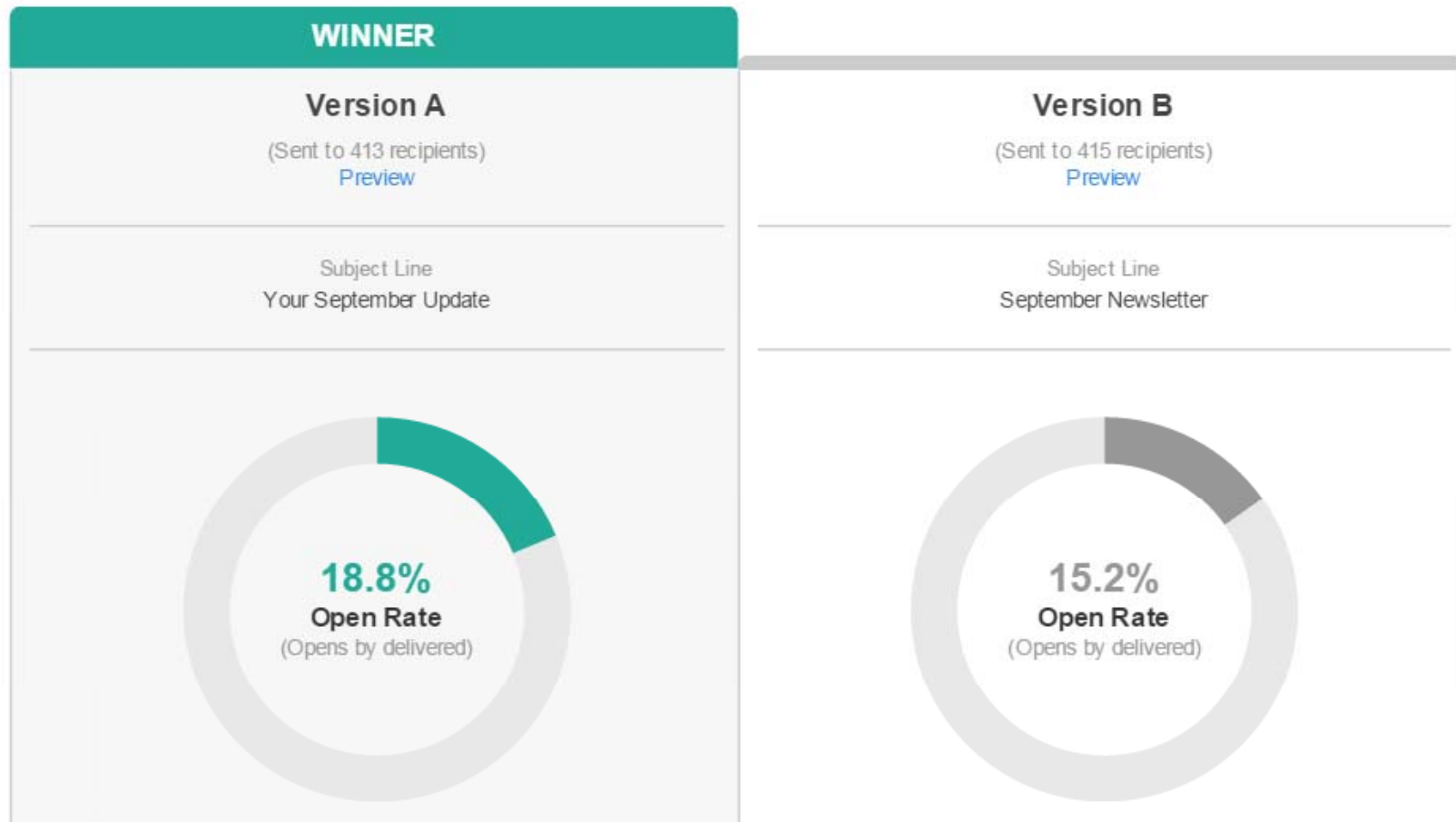- Infographics
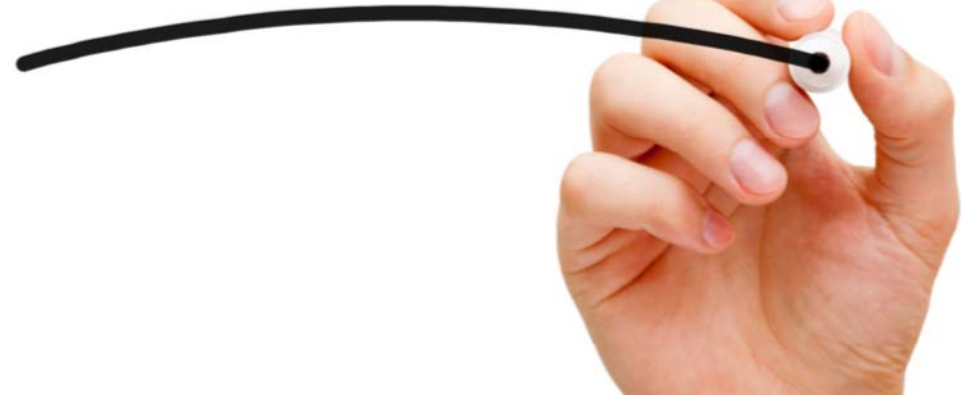
CONTENT MARKETING

- Top Post for **advisors**– Reimbursement vs. Indemnity – what price flexibility?

- Top post for **benefit brokers-** SI is the new GI

- Top post for **consumers** – Heed the advice of a caregiver

Our Sales and Marketing Best Friends
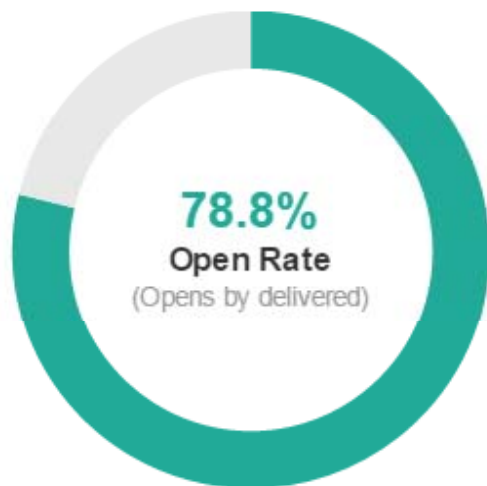
- A/B Testing
- If/then workflows
- DIY Integrations

A/B Testing

WINNER	
Version A	**Version B**
(Sent to 413 recipients)	(Sent to 415 recipients)
Preview	Preview
Subject Line	Subject Line
Your September Update	September Newsletter
18.8%	**15.2%**
Open Rate	Open Rate
(Opens by delivered)	(Opens by delivered)
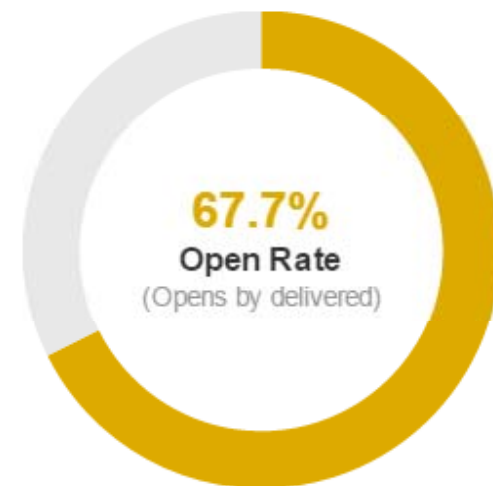
IF/Then sales automation

Allow for more targeted email activities based on status of contact

DIY Integrations

No coding or specialized knowledge necessary to automate tasks

Task History → **Highrise to HubSpot** ⬈

Task Successful

Found 1 new Contact in Highrise.
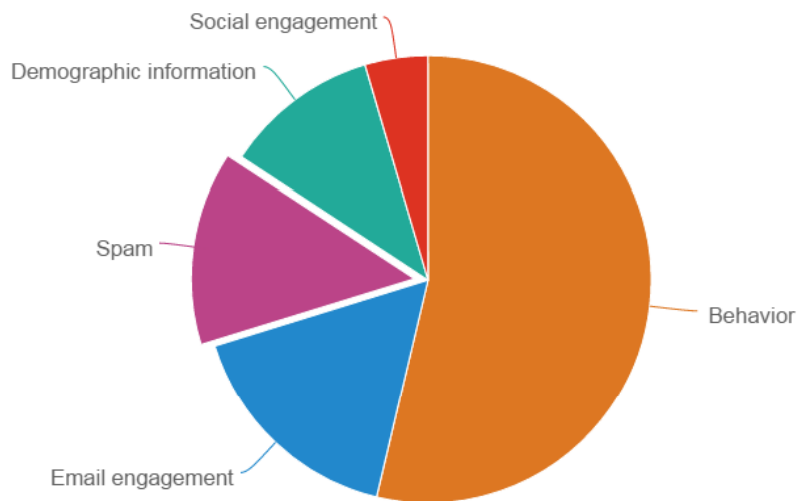2/11/2016, 4:48:08 PM   TRIGGER

Data In   Data Out

Sent 1 new or Update Contact to HubSpot.
2/11/2016, 4:52:46 PM   ACTION

Data In   Data Out

Activity – web browsing, email, social media, webinar attendance, quote requests – all can be combined into predictive lead score for customer

What about ROI?

- On one account 15% of applications received after 12 months through email lead nurturing – paying for system

- Length of buyers journey for LTC means this type of marketing is necessary

THE BUYER'S JOURNEY

| Awareness Stage | Consideration Stage | Decision Stage |