

Program Details for all components of Diversity Insurance's

# Digital Marketing Tool Box

## Website Design

Stand out online with a professional website. Anyone can build a pretty website, but if you don't understand how search engines work, no one will be able to find it. We are industry leaders in social media and our world-class creative department will build, optimize, and host your website for you.

### Do I Qualify?

- Selling Medicare full time for a minimum of three (3) years
- Minimum three (3) core carrier contracts with Diversity Insurance
- Agree to pay website hosting and maintenance fees for at least 36 months (fees vary depending on type of website you create)

Web Design is only available to agents who have been in business full time for the past 3 years. Sorry, at this time we do not work with brand new agents. Diversity Insurance subsidizes the cost of development services; therefore, agent must be in good standing with Diversity Insurance to participate in this promotion.

### Website Design and Hosting Details

It takes about 30-60 days to build you a website (depending on your chosen service level) with up to 8-16 pages. Your site will be Search Engine Optimization ready, which is a one-time treatment to put the correct meta tags on each web page so it is archived correctly by Google other search engines. The best practice is to combine this with a Google My Business listing. You can do that yourself or choose our "Agent Branding/Logo Design" service to purchase logo services. Each month you will receive a report from Google analytics on your web traffic.

Additionally, you will receive one web contact or lead form your clients can fill out for more information, to join your newsletter etc., thirty minutes of free web change per month (\$125 per hour thereafter), two months of complimentary Blog posts and monthly hosting. Your hosting fees begin thirty days after signing up. You agree to keep your site for 36 months. Read all the fine print here!

Your developer will contact you to do a brief interview. You then provide the developer with your photo, bio and logo, if you have one. Diversity Insurance's graphic design team can help you if you need a business logo. View our Digital Marketing Toolbox and look for our "Agent Branding/Logo Design" service to purchase logo services.

### Choose your Plan

1. \$999 website design fee, \$79 per month fee for up to 8 pages, includes "SEO Optimized" design, 1 contact or lead form, 30 minutes of design updates per month, and 3 months of complimentary blog posts.
2. \$1,499 design fee and \$149 per month for up to 16 pages, includes Premium level design, our 90-Day Search Engine Marketing Plan, up to 3 web or lead forms, 1 hour of design updates per month and 12 months of complimentary blog posts.

## **Agent Branding / Logo Design**

A well-designed logo is an easy way to convey to potential customers that your business is professional, trustworthy, and provides quality services. A logo should be distinctive enough to be easily recognized and simple enough to work across multiple media... With logos, details are extremely important, and that's where we come in. Diversity Insurance's world-class creative team can create a logo for you or your agency.

### **Do I Qualify?**

Must have at least one (1) core carrier contract with Diversity Insurance. If you have at least three (3) core carrier contracts with Diversity Insurance, this service is FREE! Contact your marketer to get started.

### **Program Details**

This service includes one high resolution image and the source file. One revision of the design is included, any additional revisions are \$50 each. After three days, if no revisions are requested, project will be marked approved.

## **Facebook Business for the Medicare Market**

Social Media can help you grow, and we know how to help. Diversity Insurance's Creative Department produces rich, informative Social Media posts, and now, we are offering this service to you.

### **Do I Qualify?**

- Minimum three (3) core carrier contracts with Diversity Insurance
- Must have active Facebook Business account
- 100+ followers on Facebook Business account

### **Program Details**

We will setup your accounts, create informative messages, and post the content. We will post current, important industry information that applies to YOUR clients.

- Latest Medicare industry news
- Free Facebook Business profile audit
- One post per week

1-year contract required. After the one (1) year contract period ends, you may cancel this service at any time with 30 days' notice.

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## **Google My Business**

Let us help you get your business set up to boost your LOCAL presence on the most dominant search engine in the world. When people do a local search on for insurance, they can find you!

### **Do I Qualify?**

Must have at least one (1) core carrier contract with Diversity Insurance.

### **Program Details**

We will properly claim, verify, and then optimize your Google My Business listing for you (make you the owner), give you a link you can send to your clients, and then teach you how to ask for and get 5-Star Google Reviews.

## **LinkedIn**

Social Media can help you grow, and we know how to help. Diversity Insurance's Creative Department produces rich, informative Social Media posts, and now, we are offering this service to you.

### **Do I Qualify?**

Must have at least three (3) core carrier contracts with Diversity Insurance. If you have five (5) or more core carrier contracts with Diversity Insurance, this service is FREE! Contact your marketer to get started.

### **Program Details**

LinkedIn makes it easy to grow your business while you build and strengthen your relationships. Whether you're looking to recruit new agents or find new clients, LinkedIn connects you to an audience that's ready to listen.

- Set up your new account or optimize your existing one.
- Manipulate your privacy settings to attract the most attention.
- Teach you how to build your network.
- Show you how to train your audience to help you reach your goals.

# **E Blast Newsletters to Your Medicare Clients**

With Diversity Insurance's Email Blast Services, you will be able to upload up to 500 clients and our social media team will send them a custom newsletter from your agency once per quarter. The email will come from your address, have your masthead, photo, and contact information. This is a great way to add value to your relationship.

## **Do I Qualify?**

- Must have at least one (1) core carrier contract with Diversity Insurance.
- Email contact list for 100+ clients.
- Contact lists over 1000 subject to additional fees.

## **Program Details**

Please email [jillian@gordonmarketing.com](mailto:jillian@gordonmarketing.com) your photo, company logo and client file. Jillian is your project coordinator and she can be reached at 800-388-8342 x 331.

We will set up an account with [www.ConstantContact.com](http://www.ConstantContact.com) in your name and your credit card will be billed on a month to month basis. You can cancel it at any time! As soon as we set it up, we will send you the passwords and log in information and have you verify your email address. THIS IS YOUR ACCOUNT.

Any specific requests?

Please send Jillian an Excel file of your Medicare client database. We need first and last name and email addresses only.

To qualify for this program, you must have 100 client emails or more. If you need help getting your clients' emails, we have people you can hire to make calls to your clients on your behalf\*. Or you can hire someone local to you. Either way, we are here to help!

*\*Additional hourly rates apply*

## **Fees**

You will see two separate fees on your credit card statement. Our fee is \$100 to set up your account. This gets you set up and we will send your clients 4 newsletters per year as long as you have your core carriers with Diversity Insurance and are in good standing. No emails will be sent out until you have proofed and approved the content. The fee to own your own Constant Contact account is based on how many names you upload: \$20 per month for up to 500 email addresses, \$45 per month for up to 1000 email addresses. You can send unlimited emails per month, but we will be sending 1 per quarter on your behalf.

## **Professional Headshots**

Our digital profiles are more important than ever, making a professional headshot an essential first impression on potential clients. A good headshot on your business card, LinkedIn account, or advertisement gives people an idea of your personality before they even meet you. Convey your professionalism by making this investment into your brand, all while feeling good about the way you look in your picture.

### **Do I Qualify?**

- Must have at least one (1) core carrier contract with Diversity Insurance.
- Photo shoot takes place in Diversity Insurance's photo studio. Photos at other locations not currently available.

### **Program Details**

This service includes 1 professionally edited headshot (any additional revisions are \$50 each). All the raw, unedited photos are yours to keep! Photo session will take place in the Diversity Insurance video studio in Noblesville, IN. Filming at other locations is unavailable at this time. Each photo session will be 30 minutes in length. You may bring changes in clothing if you would like.

## **Video Production**

Video is a versatile and engaging content format that not only gives us a real-life picture of what is going on; it's also easy to share across multiple platforms. More people respond to video than email. Consumers like it because it's easy to digest, entertaining and engaging, and marketers like it because it can give a potentially huge return on investment (ROI) through many channels.

### **Do I Qualify?**

- Must have at least one (1) core carrier contract with Diversity Insurance.
- Video shoot takes place in Diversity Insurance's video studio. Shoots at other locations not available.

### **Program Details**

Diversity Insurance's professional Video Production Team will film and edit three 60-second videos for your agency. Service includes "Introduction to Your Agency", "Thank You", and "Sorry We Missed You At Our Event...". You may choose to use your own verbiage or follow a script. Teleprompter services available upon request. You may bring changes in clothing. Video shoot will take place in the Diversity Insurance video studio in Noblesville, IN. Filming at other locations is unavailable at this time.