



Digital Marketing & eCommerce
for Life Insurance

Grow your
business
with state of
the art tools



APPROVED

Ann Gary's Policy
Has Been Issued!



American Insurance Group
Premium Whole Life Policy

Monthly

\$110



John Boothman

with **iLife.tech**

- 20 years of success in life insurance sales
 - Sold Life & Protection Products
 - Point of Sale
 - Wholesaling in Carrier Captive Markets and Life Brokerage
- Trained and coached over 4,000 life insurance agents
- Expertise on platform development and deployment in Insurtech.



What You'll Learn Today

1. Build Websites that **Convert Marketing Activity** into **Client Activity**

2. Provide an **eCommerce Experience**

3. **Master Your Client Engagement**

1. Build a Website That Converts Marketing Activity into Client Activity



What types of websites are in the life insurance market now?

Static Websites

Sites that have
'about' and some
content around Life
insurance or
planning ideas

Corporate Websites

Carrier or large
enterprise sites that
are primarily B2C and
sell Term to the
consumer

Agency Websites

Small to mid-sized
Agencies that have
insurance content and
maybe a Term Quote
offer and a contact us

Your Unique iLife Link and Marketing Hub Can Drive Traffic to your Website To Produce Client Activity



Digital Marketing & Outreach

Use simple digital marketing to increase credibility, and drive more business



Have and Use Your Website

Use a pre-made, no-code, website template to send clients to and increase trust

- Share & display your unique link in your email & social profiles
- Post in a blog 6x a year to show credibility. You can use affordable tools like copy.ai to help you



Schedule Email & Social

Drive traffic to your website through email and social media

- Buy pre-made templates made for life insurance agents
- Create a schedule of posts and use affordable tools to schedule the posts for you



Track & Adjust

Monitor performance and learn what works best for your client list

- Look at the analytics in your email and social tools and adjust accordingly
- Test subject lines on your emails
- Learn from your findings and avoid striving for perfection



2. Provide an eCommerce Experience

Make information accessible by educating your clients quickly

- Give clients an online experience that allows them to learn on the fly
- Prepare clients with the information they need to be successful in their shopping

Embed a browsing experience all the way through purchasing

- Give clients a low stakes and simple shopping experience
- Allow consumers to educate themselves and feel more confident in their purchasing decisions.



3. Master Your Client Engagement

An Organized CRM Ensures a Streamlined Sales Process

Most CRMs were not made for life insurance agents.

Engage & Build

- Live Chat
- Live embedded phone calls
- Live embedded videos
- Automated Emails & SMS

Track & Record

- Client Information
- Coverage details
- Live Chat transcripts
- Notes from your calls



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Scan the code to learn
more about iLife or
schedule a meeting

