

Types of Leads

- Phone Leads: When customers or potential customers call in wanting an agent to contact them policyholder services enters this as a phone lead.
- Claim Leads: Leads that are generated from the Explanation of Payments that are received from the claims department.
- Letters: Leads that come in from people writing in to the company asking for an agent to contact them.
- Billing Inserts: These are included with each premium statement sent to policyholders. This gives them the opportunity to request more information or add to their existing policy. The leads received are given to the agent of record or an agent in that area if the agent is not active.
- Newspaper Inserts: These are leads that an agent can insert into their local newspaper. The agent's name and phone number are included on the reply card so the recipient can contact the agent directly if desired. 1,000 is the minimum order and the cost is \$50 (this is for the printing and shipping only). The agent should contact their local newspaper for insertion prices.
- Mspark: (formerly MailSouth) This is a third party direct mail service that prints and inserts the Settlers Life advertisement with a packet of other advertisements. The agent's name and phone number are included on the reply card so the recipient can contact the agent directly if desired. The packet is mailed directly to zip codes of the agent's choice. For more information the agent should contact Tim Walker with Mspark at (434) 825-1025 or twalker@mspark.com.
- PAC Cards: These are sent out to PAC customers or customers paying directly from their checking account. These are sent out quarterly. The leads received are given to the agent of record or an agent in that area if the agent is not active.
- Web Leads: These leads are received from the website. Policyholder services enters them into the system. The leads received are given to the agent of record or an agent in that area if the agent is not active.
- Facebook Leads: These leads are received from customers or potential customers who have sent in a request for an agent to contact them from Facebook.
- Direct Mail Leads: These are paid leads that the agent can order directly through the company. The cost is \$355 per 1000, minimum order is 1000. The agent can choose zip codes, ages, income, and the lead card. These take about 3 weeks to start coming in and the average return is around 1%.

