



AGENT
BOOST

Agent Boost for New Team Members

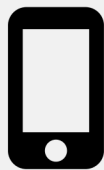
Recruiting local qualified agents

AT A GLANCE

Ongoing campaign running for 1.5+ years of great results, including these highlights:



Hired 15 new agents in less than two weeks



10 interviews = 10 new contracts



"[Agent Boost} is awesome. I have a consistent flow of licensed potential agents to interview each week I hired 15 new agents in the last two weeks. I love this. Thank you so much."

—Traci
(Company owner)

OPPORTUNITY

Traci's Insurance Services wanted to expand their team and contract qualified agents.

CHALLENGE

Not enough time or resources made their recruiting attempts unfruitful. Looking for suitable agents in a local area (California) added complexity.

IMPLEMENTATION

Targeting only the agents that matched the winning profile for Traci's team, RGI created a unique Agent Boost campaign. This campaign brought in candidates that fit the profile and were in the preferred geographic area.

RESULTS

To date, the client has received 532 leads from already qualified prospects. RGI kept Traci up-to-date on the campaign performance, updating the creative and audience to keep on track for volume goals.

In one 90-day period, the Agent Boost campaign delivered 124 leads (67 form fills and 57 calls.)