

# CASE STUDY SERIES



**AGENT  
BOOST**

## Agent Boost for Team Growth

Recruiting qualified and ready candidates

### AT A GLANCE

380+ Agents who contacted Golden Heritage through Agent Boost were contracted.



758 Leads



457 Forms



272 Calls



59 Texts



"If you are serious about finding the right people for your business, I would recommend RGI."

**—GOLDEN HERITAGE  
MARKETING DIRECTOR**

### OPPORTUNITY

Golden Heritage wanted to expand their team and contract qualified agents.

### CHALLENGE

Their current recruiting attempts resulted in unqualified and inconsistent new agent leads. Time and resources were wasted while the team needed new agents.

### IMPLEMENTATION

RGI created a unique Agent Boost campaign to target agents that fit the Golden Heritage profile. In short order, the campaign brought in qualified candidates, ready for contacting.

### RESULTS

The client received 788 leads from already qualified prospects. RGI kept Golden Heritage up-to-date on their campaign performance, providing frequent creative and audience updates.

The Agent Boost campaign drove 457 form fills, 272 calls, and 59 texts from interested candidates.

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