

**CASE STUDY SERIES** >>

# Increase Business with Data-Driven Recruitment

## Targeting Insurance Agents Nationwide

### CHALLENGE

In Q1 of 2020, Senior Select Insurance looked to grow their team with licensed, life insurance agents across multiple states.

This would allow Senior Select to expand their business in key parts of the United States where top agent producers were established and equipped to train new agents.

### SOLUTION

RGI designed a custom, multi-state, digital recruitment solution targeting established, licensed, life insurance agents, across targeted states.

RGI utilized their agent databases with over 2 million agents, of which 1 million+ were identified as licensed life insurance agents.

The plan was to deploy a series of targeted, welcome and nurture email campaigns. Senior Select would receive weekly tracking. Weekly reporting, enabled RGI to make regular campaign optimizations, and allowed RGI to provide due diligence support, ensuring leads were worked in a timely manner.

Prospects would receive several calls-to-action to request more information with multiple contact options.

### IMPLEMENTATION

RGI implemented a testing process into every campaign to increase performance results. Testing included, but was not limited to creative, timing, and A/B subject lines.

The multi-state campaign began delivering high quality, agent leads from twenty states, with six core performing lead states.

### RESULTS

Based on the impressive results-to-date, Senior Select is now looking to triple the size of the program. Results within 16 weeks:

