



# Our Proposal

## Situation Appraisal

Brock Insurance Group stands at the cusp of market expansion, poised to broaden its insurance portfolio coverage across residential, commercial, and life insurance sectors. The challenge lies in penetrating a market saturated with established players and crafting a brand identity that resonates with potential clients on a personal level.

By leveraging Facebook's vast user base, we will propel Brock Insurance Group not just into local prominence but also into a formidable position within the insurance industry.

## Objectives

- Launch a dynamic Facebook video advertising campaign to showcase Brock Insurance Group's comprehensive insurance offerings.
- Design and implement a targeted marketing strategy to reach potential clients in residential, commercial, and life insurance sectors.
- Attain a minimum of a 9 to 1 ROI within the first quarter of the campaign launch.

## Our Proven Method of Success:

- Milestone 1: Strategic Alignment - Kick-off with an in-depth phone consultation with our Copywriter to align Brock Insurance Group's goals with our campaign strategies.
- Milestone 2: Customized Creatives - Craft and fine-tune a compelling video ad narrative that aligns with the brand's ethos.
- Milestone 3: Precision Targeting - Deploy video ads and precision-targeted campaigns to captivate and convert potential clients.
- Milestone 4: Impact Analysis - Monitor early engagement and conversion metrics to assess and refine campaign efficacy.
- Milestone 5: Scaling Success - Expand the campaign's reach and intensity in response to market feedback and conversion rates.

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### Measurements of Success

- Substantial growth in policy inquiries and sales across all insurance types offered.
- Strong brand establishment and recognition within the target market segments.
- Sustained increase in ROI and customer acquisition rates.

### Value

- Position Brock Insurance Group as a leader in providing tailored insurance solutions.
- Cultivate a robust client base through cutting-edge marketing and high-quality service delivery.
- Maximize marketing efficiency, leading to superior market penetration and enhanced profitability.

### Methodology: Facebook Video/Image Advertising

#### 1. Content Development:

- Create a series of high-quality, engaging videos and images that showcase Brock Insurance Group's depth of knowledge, customer success stories, and the tangible benefits of their insurance services.
- Develop narrative-driven content that resonates with individual experiences, emphasizing how Brock Insurance Group provides peace of mind and financial security through its insurance products.

#### 2. Custom Creatives:

- Design custom graphics and animations that align with the brand's visual identity and communicate the core message succinctly.
- Integrate interactive elements in the creatives to encourage viewer engagement and lead capture, such as clickable calls-to-action leading to landing pages.

#### 3. Targeting Techniques:

- Utilize Facebook's extensive demographic, psychographic, and behavioral data to segment audiences and create targeted ad sets for residential, commercial, and life insurance prospects.
- Implement lookalike audiences to reach new users who share characteristics with Brock Insurance Group's existing customers.

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#### 4. **A/B Split Testing:**

- Systematically test various elements of the ads, including headlines, copy, images, videos, and calls-to-action, to determine what resonates best with the target audience.
- Conduct multivariate testing on larger campaigns to understand how different variables interact and affect conversion rates.

#### 5. **Daily Optimizations:**

- Monitor key performance indicators (KPIs) daily, such as click-through rates, conversion rates, and cost per acquisition, making real-time adjustments to bid strategies, audience targeting, and ad placements.
- Scale up ad variations that perform well and pause underperforming ads to ensure budget is allocated efficiently.

#### 6. **Analytics-Driven Adjustments:**

- Employ Facebook's analytics tools to gain insights into user behavior and campaign performance, adjusting strategies based on data trends.
- Use conversion tracking to measure the end-to-end effectiveness of the ads, from initial impression to final policy sign-up.

#### 7. **Retargeting Campaigns:**

- Implement retargeting strategies to re-engage users who have interacted with the ads but have not yet converted, using tailored messaging based on their interaction level.
- Create a sequence of retargeting ads that guide potential clients through the insurance decision-making process, addressing common objections and questions.

#### 8. **Reporting and Feedback Loop:**

- Provide comprehensive reports that offer a clear analysis of the campaigns' performance, learnings from A/B testing, and recommendations for future optimizations.
- Establish a feedback loop with Brock Insurance Group to ensure that campaign insights are integrated into broader marketing and sales strategies.

### **Joint Accountabilities**

Mark will engage closely with The Marketing Agency, offering critical feedback and authorization to drive the campaign's success.

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Regular performance reviews and data-driven insights will be provided to ensure transparency and strategic agility.

**Terms and Conditions**

Option 1: \$ 1,999 / monthly

Option 2: \$ 3,499 / bi-monthly

Option 3: \$ 4,999 / quarterly

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