

# Episode #277: Using Passive Marketing as Active Prospecting

Hi there, and welcome back to another episode of "Money Script Monday." My name is Jaime Ramirez, and today I'm going to be talking about how to use passive marketing as an active prospecting tool to overall to help drive your business's growth in 2023.

At a first glance at this headline, that might feel like a contradiction. How can something that's passive in nature lead to something such as active prospecting? Something that's bringing in prospects and clients into your business on a consistent basis? That's what I'll be talking about today. But before we get into that, I want to take a step back and look at the umbrella of marketing.

These are the three things that I hear advisors say when it comes to their marketing initiatives. One, marketing is really hard to figure out on their own. Once they do figure it out, it's too expensive to keep up with and it takes up way too much of their time to do so. While this certainly might be true for some of the marketing initiatives that you're running for your business, there are marketing channels that you can utilize that don't take up much of your time and are inexpensive relative to other marketing channels.

By the end of this presentation, I will have shown you the incredible value behind passive marketing and show you the ways in which LifePro has already done most of the work for you and how you can tap into these channels too.

Before we get into the content, I wanted to share an example. When you think of a smartphone, what's the first company that comes to mind? Apple and their iPhone. What about for a tablet? You think of the Apple iPad. The same even goes for a smartwatch more recently, in the last

decade or so, an Apple watch. These are the exact same results that we want to replicate for your business. Whenever a client is ready to move forward, we want to keep you top of mind as their go-to resource.

I've talked about passive marketing, said it about 10 times now, but what does that actually mean? Simply put, a passive marketing campaign reaches customers by promoting and positioning your brand, your value proposition, and your products or services. Passive marketing targets people that are looking for specific information when making a decision. With that in mind, let's get right into it.

The first one you see here on the board is slow drip campaigns. Drip marketing is simply sending a limited number of emails to your audience automatically on a set timing based on the actions that they've taken. And really the key here is automatic. This is not something that you have to have direct oversight over. It's something that's happening in the background of your business so that you can keep going with other important tasks at hand.

Email is also unique in that it gives you direct access to your clients. With email, your message gets right into their inbox. That's really prime real estate and it's a great opportunity for you to communicate and connect with people. One of the ways that LifePro utilizes these slow drip campaigns is through timely email campaigns. It depends on what's going on in the industry at the time, and right now we're really focusing on annuities. It's hard to overlook that annuity sales have skyrocketed in quarter one of 2023. This is certainly true for LifePro and for the industry as a whole.

The way that LifePro responded to this is that we created a six-part client email campaign for advisors to get this message out to their clients on their behalf. Depending on what's going on in the industry at that time, we can really adjust a message and get that out to your clients. Within these emails for the annuity campaign that we're running right now,

we're promoting that 32% premium bonus that's happening. We're also letting them know about the benefits of annuities and the importance of securing protected income in retirement, in hopes that they'll connect the puzzle pieces together, and then reach out to you to ask about next steps.

The next one I want to talk about is hosting events, webinars and seminars. The actual act of hosting an event is active in, right? You're in front of a large group of people presenting your message. What comes afterwards? Those follow-up campaigns are really where the bread and butter is with these kinds of marketing campaigns. Depending on the action that one of your prospects takes, let's say they didn't attend your event, they did attend your event, they booked an appointment, they didn't book an appointment, we are able to hit them with targeted messaging that increases the likelihood that they'll take you up on your offer and take that next step with you. This is really something that is important to us here at LifePro, which is why we've spent so much time building a proven sales system that can help you attract, acquire, and retain clients online.

The next one I want to talk about is referrals. Referral marketing is a word-of-mouth initiative designed by a company to incentivize existing customers to introduce their family, friends and contacts to become new customers. At LifePro we have a referral program where you could earn up to \$20,000 for each colleague that you introduce to LifePro. At LifePro, this is by far how we acquire most of the advisors that we work with. This is something LifePro does to acquire advisors, but we also encourage you to seek out referrals from your clients because they're the warmest leads and people who are most likely to become your future clients.

For this last one here, I wanted to touch on videos and graphics and the importance and power of visuals. There are certainly clients that I'm sure you have that would love to see data and tables and numbers and

things laid out with 30-year projections. It's always a great idea to supplement this with a visual because you never know if that's going to resonate better with certain clients. One way that LifePro does this is that we actually have a library of 250-plus financial videos that you could use and share with your colleagues and prospects. Take this video for example, you could share it with an advisor or colleague who could benefit from these tips or share one of our client-facing videos with one of your clients.

From life insurance to annuities, to college planning to niche concepts. There's a video for all of your clients' needs. I hope today by going over these marketing channels that you see up here on your board, you are encouraged and motivated to tap into the resources that LifePro has already built for you. If you're interested in utilizing any of these marketing channels for your business, I strongly encourage you to reach out to your field support representative. Thank you so much for your time.