80% Increase in Call Volumes leads to Statewide Expansion

"The phone is ringing, we're getting new clients from all over California, San Diego, San Francisco, Fresno, allover"

Executive Summary

A 10-person Los Angeles-based insurance agency was able to supercharge their growth with Infinity Leads by rebuilding and effectively managing their AdWords account.

Within 6 months of working with Infinity Leads, the agency:

- Increased the total volume of calls from interested buyers by 80%
- Increased the volume of online web quotes to people seeking insurance by 256%
- Expanded reach to Spanish speaking customers
- Broadened the agency's reach from Los Angeles to statewide

"Now, our phone rings so much that sometimes we can't even answer all of the calls"

Their Challenges

Prior to working with Infinity Leads, this agency was wasting approximately $10,000 every month on ineffective marketing activities.

They received very few inbound phone calls (selling opportunities) a day and provided less than one online quote a week -- despite their investment in outsourced marketing services such as SEO, online listings and AdWords.

With the help of Infinity Leads, the agency was able to find new business from prospects near their office locations rather than in out of area locations that they couldn't serve.

How We Helped

From day one, the Infinity Leads team was able to identify ineffective advertising strategies, resulting in an overall savings of $26,000

From there, Infinity Leads built an AdWords account that led to an 80% increase in calls and a 256% increase in the number of quote requests received online from viable insurance prospects.

Beyond these considerable boosts in volume, the agency was able to reach two new sets of customers: prospective customers outside of LA; and Spanish speakers.

Finally, Infinity Leads enabled this agency to drive foot traffic through Google Maps and receive text messages from interested prospects online.

"Before we would only get 1 person a week to fill out a quote form on our website, now we're getting 1-2 a day"

The Results

After working with Infinity Leads, this agency was able to:

Increase the volume of phone calls by 80%

Increase the volume of online web quotes from people seeking insurance by 256%

Attract new business from outside of agency's prior reach (which represented 68% of their new business)

Generate new business from the Spanish speaking community, which represented approximately 40% of their new business.