



Marketing Campaigns: Campaign Criteria

You don't need to be a marketing expert to run a successful campaign

1000's are now doing it!

Professionals who have attended Mike's sessions have walked away with marketing strategies and concepts that they have implemented with EASE™, as a result they have experienced growth in their business as well as increased client retention.

Before sending out a marketing piece you must imagine yourself as the client. Then ask yourself these four questions:

The Campaign Criteria:

- Does the information establish you as a credible source?
- Is it going to differentiate you from everyone else?
- Does it have high impact?
- Does it have a long shelf life?

The Results

Your efforts should fall into these four revenue generating areas. As a revenue generating business, you need to:

- 1) Attract additional assets / insurance sales
- 2) Generate quality referrals
- 3) Improve your client retention
- 4) Demonstrate your value proposition to clients and prospects

If you do not achieve a result in one or more of these areas, your time, effort and marketing resources will be wasted.



Michael Morrow CFP, shares his *Innovative Ideas* to an audience of 10,000 in Jakarta, Indonesia for Prudential Insurance

Catch a sneak peak of Michael's presentation

The Real Deal: This month we share!

Try this Retirement Business Card Marketing Campaign

This marketing campaign generates huge results in each of the 4 marketing campaign criteria.

The Retirement Business Card is a business card that celebrates a client's retirement.

For most people business cards are a way to share their contact information. The next time that you have a client retiring, buy them a box of retirement business cards. Include their name and their new title.

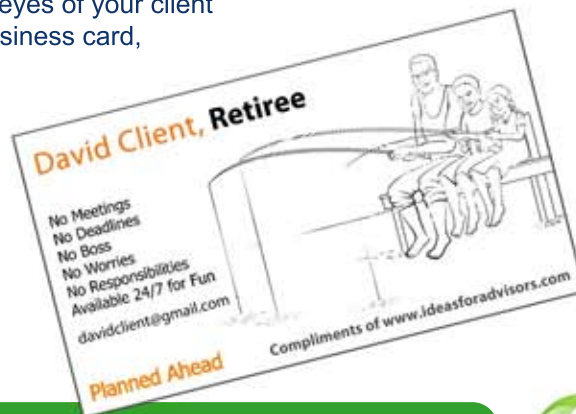
Going back to our criteria for an effective marketing campaign that will generate huge results; how does this campaign stack up?

- This campaign has very high impact: your clients will delight in their new business cards emphasizing their new lifestyle.
- A long shelf life: your clients will hand out their business cards until they are all gone. You will likely get requests for more!
- Differentiating you from others: this is a retirement gift that will stand out from the rest! Your name will be top of mind every time they share their business card, as well, your name will be shared with their friends time and time again.
- Establish you as a credible source: in the eyes of your client and those whom he shares this unique business card, you will be an professional with whom everyone wants to do business.

You can purchase a box of 250 cards for as little as \$20, from most office supply stores.

Note: On the bottom of the business card in small font add:

Compliments of (your firm's name).



Michael Morrow CFP,
featured in **Life Insurance Selling** cover story article:

"These cost-effective and memorable marketing strategies, presented by Michael Morrow during the 2009 MDRT Annual Meeting, can work for you."

[click here to read article](#)



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Find out how Mike won The National Best Marketing Idea Contest and learn how to use his grand prize winning ideas ~

In a 60 minute session Mike will deliver more than 30 innovative ideas just like the one featured this month.

You will walk away knowing how to implement and maintain an innovative, results-oriented marketing system that you can pick up, touch, hold and feel.

Transform Knowing Into Doing!

Book Mike for your next event!

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All of Michael's presentations qualify for CE credits.

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