



YOURMEDICARE-LEADS.COM OVERVIEW

WHAT ARE YOURMEDICARE LEADS?

- Digital Leads direct from the Publisher to You
- Exclusive Leads for 30 days
- Includes a browser based CRM at no additional cost
- The CRM allows Note-taking capability and Call Dispositions
- Flexible Subscription
- Compliant Leads
 - Jornaya
 - TrustedForms

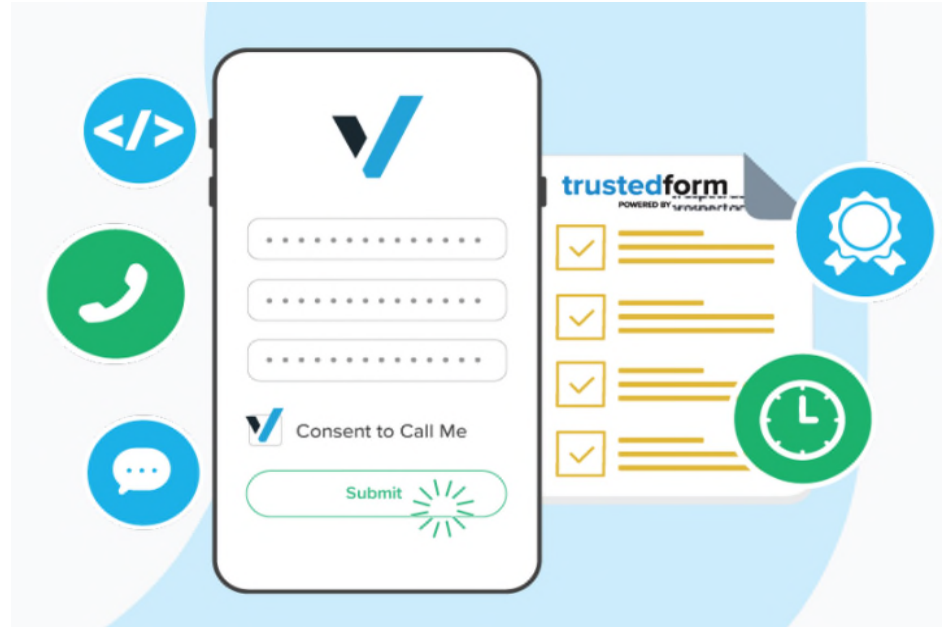
JORNAYA



Jornaya is a consumer journey insight platform that provides you with a view of the consumer buying journey. They bring intelligence and TCPA Compliance.

TRUSTEDFORM

TrustedForm is a renowned lead certification product that helps you comply with national regulations like the TCPA by documenting consumer consent. It records what happens when consumer fills out a web form and captures pertinent data like IP address, date and time stamp and the completion of a form.



TCPA

The **TCPA** (*Telephone Consumer Protection Act*) is a federal statute enacted in 1991 to safeguard consumer privacy. This legislation restricts telemarketing communications via voice calls, SMS texts, and fax. It also is the authority administers the National Do-Not-Call registry. Leads purchased are opt-in leads.



HOW DO WE SOURCE LEADS?



WHAT ELSE SHOULD YOU KNOW?

- You are purchasing completed form fills that have the data the user input when they completed the form
- You are receiving them in real-time so your order will fill as people submit forms online
- They are not aged
- You are purchasing exclusive access to the lead for 30 days. These are not shared
- We buy leads from 8:00 am – 8:00 pm eastern time
- You have a standing order on the exchange that will fill weekly
- All sales are final
- The CRM allows a geographic Selection by State and County
 - County level – Search and Premium Display

LEAD SOURCE TYPES

Traffic Type

- They are leads of individuals that have completed a form because they
 - A. “SEARCH” – Clicked through from a search result
 - B. “PREMIUM DISPLAY” – Clicked through from a displayed ad
 - C. “EMAIL & SOCIAL” – Lead Response

Lead Type

- Medicare
 - ✓ Ages 64 – 75

LEAD COST

Medicare Leads: *Prices may rise before and during AEP*

County Level Only - Select 3 - 6 counties within a state

- \$9 – Email & Social Leads
- \$15 – Search Traffic & Premium Display Traffic Leads

WHERE DO YOU START?

- Consistent long-term plan
 - You must work your marketing plan for a period. E.g. 6 months or 1 year
 - Law of large numbers needs a large amount of data to calculate an accurate CPA
- Know your numbers
 - Key Performance Indicators (KPI)
 - Cost Per Acquisition (CPA)
 - \$250 - 350 per client on the exchange
 - Budget: Project your leads to sales ratio and take your commissions per sale into account
- Activity is key
 - Speed to Lead
 - Contact to impact

HOW DO YOU PROSPECT YOUR LEADS?



PHONE

Call 3x a day
for 5 days.

Strategic call cadence.



EMAIL

Email 1x a day
for 5 days.

Varying email templates.

Nurture or drip campaign.

HOW DO YOU SIGN UP?

Registration – one time sign-up and 1 cent to register!

**Login and Order – credentials will be emailed
upon registration approval**

www.YourMedicare-Leads.com

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