

THIS MARKETING CAMPAIGN EARNED ONE AGENT

\$32,288

IN COMMISSION!

And spending only 5 minutes a month marketing!



What Did He Do?

In this featured guide, we'll show you how one agent's decision to dedicate \$250/mo. of his marketing budget to direct mail drip-marketing had already resulted in a **massive ROI of 3,129%** only 1/4 of the way through his year-long campaign! Direct mail remains one of the most effective forms of marketing you can do for your business.

By setting up a proven postcard drip campaign, this agent kept in touch with prospects who had "fallen off the map." Just a couple mailings in, one of his prospects called him for an appointment, which ultimately resulted in a **\$496,738 annuity sale**. He is on track to achieve over a 10x return on his marketing dollars by year end, and it could be significantly higher when he converts his next sale.

How Did He Do It?

Utilizing **Vision Financial Marketing's** direct mail platform and simple-to-use customizer tool, he mailed a pre-created, field-tested Annuity True & False campaign to his leads and prospects each month.

What Did He Send?

The campaign included professionally designed postcards, expertly written content and high-quality printing, mailing services and First Class postage—all for just **\$1.00 per card**.

Here is the exact postcard he mailed, and the elements that made it so effective:



- 1 Eye-catching color
- 2 Direct and easy to read headline
- 3 Attention grabbing image
- 4 Related, bold subheadline
- 5 Personalized salutation

- 6 Strong message showing the value in scheduling a meeting
- 7 Signature and contact information
- 8 Professional and friendly headshot
- 9 Company logo
- 10 Bold and colorful call-to-action phone number and website



The 12-Month Drip Campaign

The success of drip-marketing comes from **repeatedly mailing** to your lists of clients, prospects, and leads. You can't send one-off mailings and expect to see quantifiable results. The key is that repetition builds trust!

Our pre-built campaigns, make it incredibly easy and affordable to send direct mail regularly to your contacts. Sticking with a consistent mailing schedule drives more referrals, gets you new appointments and increases sales.

Designed with targeted messaging and strategies specific to your audience, these campaigns are comprised of both compelling content and thoughtful keep-in-touch pieces. Building a strong relationship outside of just business is how you can set yourself apart from the competition.











Check out this popular True/False prospecting campaign below. This is just **one of many** available campaigns!

Annuity True/False Campaign



- **Contact Type:** Prospects
- **Content Focus:** Annuities
- **Demographic:** Investing, Planning

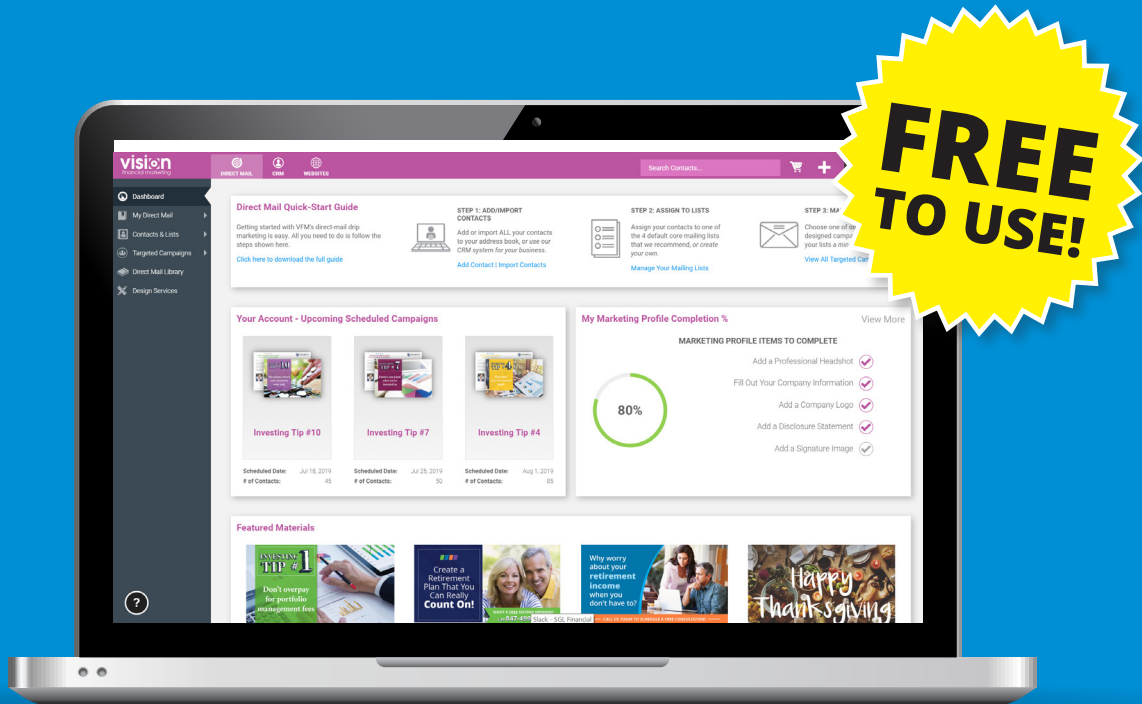
The content of this campaign is specially developed to be impactful, meaningful and engaging. More importantly, they aim to keep you top-of-mind and encourage prospects to schedule a consultation.

MONTH	CORE CAMPAIGN	PERSONAL TOUCHES
JANUARY		
FEBRUARY		
MARCH		
APRIL		
MAY		
JUNE		
JULY		
AUGUST		
SEPTEMBER		
OCTOBER		
NOVEMBER		
DECEMBER		

1 1x/month send a coordinated, professional postcard with a financial message a direct Call-to-Action

2 4x/year send a personal, keeping in touch postcard with a friendly thinking of you message and no Call-to-Action

START SENDING YOUR DIRECT MAIL CAMPAIGN TODAY!



To gain instant, **free** access to this campaign and many others, visit www.RunVFM.com today!

Vision Financial Marketing is a Direct Mail Marketing System + CRM built specifically for financial professionals. It is FREE to use, so get started now!