

# SMS LONG-TERM CARE

## Lead Generation and Relationship Building

### The Process

We select a very specific person to mail a very specific mailer. The target is a responder with a need for LTC as well as the means to solve for their need. Each responder is contacted multiple times to keep their interest piqued until you can personally contact them.

**We use a simple, effective, 3-Step Process:**

Step 1	Step 2	Step 3
The <b>personalized mailer is sent</b> with your address and signature and the lead is received.	Within 24 hours of receipt of the lead, an <b>automated Thank You letter</b> is sent to the responder. This letter reinforces your address and your name. This keeps the lead engaged and your name front and center!	<b>Next, and most important, is Contact with the Lead.</b> It has been proven impactful to reference the mailer, the letter and state that you are ready to deliver the guide that was requested.

### The Target Market

These mailers will be sent to prospects between the ages of 50 to 70. Homeownership of single family home or condo is applied. Income range begins at \$50,000.

### The Targeted Message

The marketing materials make you stand out from any other lead programs. Response times between contacts is short. Each mailer is full color and the follow up letter is sent first class. The offer is for **free, valuable information** delivered by an agent who will help the responder make good decisions and find the right solution.

### Risk-free

The lead programs are set up on a cost-per-lead basis. You **only pay for the leads you actually receive**. This cost of the lead includes the initial mailing, free booklet, and thank you letter. The name is unavailable for any other marketing contact for six months, giving you adequate time to work the lead. The cost for this LTC lead is \$65.00.

### The Program

**Practically Speaking Mailer:** The theme of the mailer is to request the free guide for information on Long-Term Care. The theme taps into the fact that most people do know someone that has had a need for care and that they should address this possible need for themselves. Learning starts with information that can be found in a free guide.

**A Short Course in Long Term Care Planning** – this guide is only available via SMS for their associates and representatives. The guide was developed by SMS for use in this lead program. This attractive 20-page guide provides a space for including your business card.

This programs mails once a month. Please order by the first Wednesday of the month for leads to arrive within 4 weeks of the order date. A minimum order of 10 leads is necessary. To place an order please email [keene@marketaccessdirect.com](mailto:keene@marketaccessdirect.com) or call 856-577-0032 x107.

