

THANK YOU FOR WATCHING

How to Generate Exclusive Insurance Leads

YOUR EXCLUSIVE SHOW NOTES

SUMMARY

In this webinar, Alivia Bell and Shauna Thorosen discuss effective lead generation strategies for insurance agents, focusing on the importance of social media, particularly Facebook, for building a successful pipeline. Shauna shares insights on navigating recent changes in Facebook advertising, the keys to creating successful lead generation campaigns, and the importance of data-driven decision-making. The session also includes an overview of Shauna's course, 'Insurance Click to Close,' which aims to empower agents to become self-sufficient in generating leads. Real-life success stories and a Q&A session further enhance the learning experience.

TAKE AWAYS

- Lead generation is crucial for insurance agents' success.
- Social media, especially Facebook, is key for lead generation.
- Understanding Facebook's advertising changes is essential.
- A well-structured campaign can optimize lead generation efforts.
- Data-driven decisions improve ad performance.

**FACEBOOK IS THE BEST
PLATFORM FOR INSURANCE
AGENTS.**

**THIS COURSE IS FOR
BEGINNERS AND
EXPERIENCED AGENTS.**

- Multiple ad creatives enhance optimization and reduce costs.
- Agents can learn to manage their own ads effectively.
- The course offers step-by-step guidance for agents.
- Real-life testimonials highlight the course's effectiveness.
- Hands-on support is available for course participants.

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Gain more knowledge that can help you
in your business.