
MARKETING PLAN



Complete this marketing plan with your Business Development Director.

1. What is your target market?
2. Define the opportunity. What is a problem that your target market experiences that you can solve?
3. How will you solve this problem?
4. Who are you major competitors in your target market?
5. How will you stand out against your competitors?
6. What carriers will you use to compete in your target market?
7. Identify the most important lines of business for your target market. What is the average agency income generated from a sale in your target market?

LINE OF BUSINESS

AVERAGE INCOME

8. What is your goal for annual income for your first year in business?

9. Based on your estimates for average agency income, how many policies will you need to sell in your first year to reach your annual income goal?

LINE OF BUSINESS

AVERAGE INCOME

Total Sales Needed:

10. Based on your annual estimate of total sales needed and 250 workdays per year, how many sales will you need per day?

11. What is your estimated close ratio per lead? If you have sales and insurance experience, use your past experience to make this estimate. If you don't have experience in either sales or insurance, we recommend starting at 20%.

- 20%
- 30%
- 40%
- 50%
- 60%
- 70%

12. Using your estimated close ratio and sales per day goal, how many leads will you need to obtain per day?

13. How do you plan on obtaining leads?

- Purchased leads
- Pay-per-click advertising
- Social media / SEO campaigns
- Telemarketing
- Door-to-door

14. What is your cost per lead? This can be either a dollar amount or time investment.

15. Based on your estimates of leads needed per day, how much time and/or money will you need to invest per week to achieve your sales goals?