



GENERATE LEADS, CREATE MORE REFERRALS, SECOND SALES, & OBTAIN HIGHER RETENTION WITH DIGITAL MARKETING BOOSTS!

FREQUENTLY ASKED QUESTIONS

Will more boost emails be coming out?

Yes, we are constantly working to add more compliant content so that you don't have to. It is very labor intensive, but we're adding to the content library as quickly as possible.

Does the marketing boost only work if you have active social media and email contacts?

No, you can use this tool just for your email contacts, or vice versa, just for your social media accounts.

What if the email you use on Facebook is not the same email you use for Americo?

That doesn't matter at all. The emails do not have to match.

Can it be linked to LinkedIn?

Yes, LinkedIn is an available social media option.

Is this free?

Yes! This is a free service provided to all contracted agents with Americo.

Can the marketing boost be used with my agency Facebook business page?

Yes. When selecting to share the boost on Facebook you are given the option to select a personal page, business page, group, or share it with a specific person via direct message.

What is the website for Marketing Boosts?

Americo.Insuredrip.com

My contacts are all across the country and I'm only licensed in Florida. Is there a way to filter contacts based on location?

The best option here is to export your contact list into an Excel spreadsheet, clean out the contacts to include only those in Florida and then use the CSV option.

Can I just add the contact individually?

Yes, there is an option to add contacts one at a time.

What if you're new to a state? Is there an option for local campaigns?

For email, using the CSV option with a list of only those contacts that are in that state would be recommended. For social media, converting a marketing boost into an ad and then restricting that ad to only the state you're in would be recommended.

If you are transitioning away from one company and you have many current employees as friends or on Gmail, can you customize in this section using CSV?

Yes

What if my Facebook account is under a different last name?

That doesn't matter at all.

Does Americo charge for boosts?

No! We choose to invest in agents that are contracted with Americo.

My contacts go well beyond the states I'm licensed in. Is there a filter for that?

No, but there is a work-around. For email, using the CSV option with a list of only those contacts that are in that state would be recommended. For social media, converting a marketing boost into an ad and then restricting that ad to only display in the state you're in would be recommended.

Can I filter my contacts to only CLIENTS or Medicare Supplement CLIENTS?

Yes, we recommend building two lists as CSVs and messaging to each list using the CSV option.

Is Instagram part of these social media options?

No, but we're working on integrating Instagram as an option.

Can I use these posts as Facebook/Twitter/LinkedIn ads?

Absolutely, and this is highly recommended.

Can I use more than one boost? For instance, one for final expense, one for Medicare Supplement and one for mortgage?

Yes, you can send as many boosts as you want. We recommend sending about two boosts per week.

An Americo Agent ID is required to login. What if I can't remember my Agent ID?

You can call Americo's Agent Services at 800.231.0801 to get your Agent ID.

Are friends able to share the Facebook post/links or forward the email?

Absolutely, and when that happens your reach goes through the roof.

Should I connect my personal or business account?

You can choose which account you want to share a boost to.

When someone responds, how is the lead captured?

When someone clicks on the link in the marketing boost post, a Get Quote form loads for them to fill out. When they complete that form, you, the agent, gets an email with their information.

I bought leads. Can I send to emails on the lead list that I bought?

Yes, if you add their emails to a CSV and use the CSV option. Remember to follow CANNED SPAM laws when emailing to lists that are purchased. Review the Americo Advertising Guidelines if you have questions on what is considered SPAM.

Is there a "Call to Action" for the recipient?

Yes, a link to a Get Quote form is added to all marketing boost posts.

Who do I contact if I have trouble logging in or have questions about using marketing boosts?

You can use the green chatbox located in the bottom right corner or send an email to Americo@Insurancedrip.com.

