



THE AC
PREMIER INSURANCE NETWORK



LIFT LOCAL MARKETING PARTNERSHIP OVERVIEW

MARKETING SERVICES OVERVIEW

LOCAL SEARCH ENGINE OPTIMIZATION

Get more inbound phone calls from Google search. We use tools and techniques to help your business rank higher on search engines so you show up in more searches. We build you a robust, professional profile to convert online traffic into conversations.

REVIEW & CUSTOMER FEEDBACK GENERATION

Generate more positive Google reviews. We get your business more online reviews by emailing your customers to ask how satisfied they've been with your agency. We redirect happy customers to Google to leave a public review. This service improves your online reputation while allowing you to upsell satisfied customers and save dissatisfied customers!

SOCIAL ENGAGEMENT

Engage online with members of your local community. We'll increase your following, post relevant content weekly, and run a monthly awareness/engagement ad to your geographical area. Build your brand by reaching thousands of people you would otherwise miss. Our boosted posts reach an average of 3,500 people within a 20 mile radius of your business.

CUSTOMER WINBACKS

Win back your canceled customers! We email your former customers to keep them engaged with your agency - improving brand awareness and increasing your chances of success with cold outreach. We also notify you when someone is interested in an updated quote. We reach each contact an average of 15-20 times each year.

LEAD NURTURING

Warm up cold prospects. Do you have a process to continuously work your prospect list? We can help. Our automated email campaigns ensure that your leads hear from you on a regular basis so that you're top of mind when they're ready for your services. Our emails warm up your leads to improve your chances of success with cold calling.

CUSTOMER ENGAGEMENT

Improve customer retention. We'll engage with your existing customers by sending a personalized monthly email. These emails provide opportunities for your customers to connect with your brand and request service, when needed. These efforts improve retention in the long run and uncover potential cross-selling opportunities.

LOCAL SEARCH ENGINE OPTIMIZATION

Mobile Google searches for “near me” services have more than doubled in the past 2 years, and 75% of smartphone users reported that they expect immediate information when they view a Google business listing. When you do a Google search for your services in your area, does your business appear? Why would a prospective customer choose you over competitors? With more people looking for your services on Google than ever before, having a complete Google Business Profile is an essential pillar of marketing for local businesses.

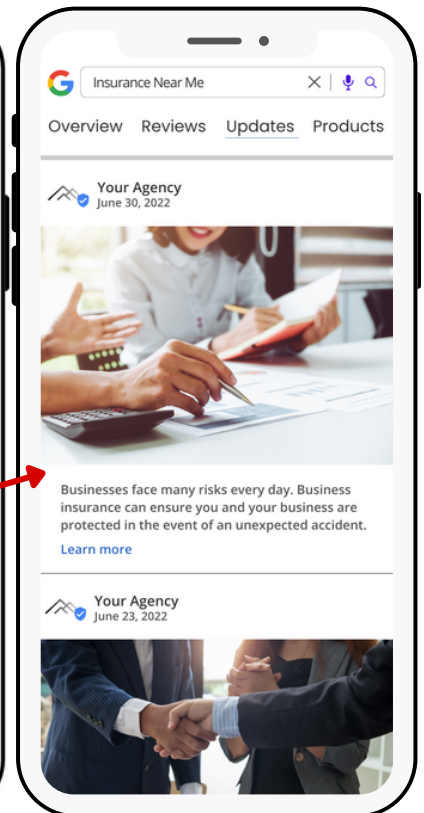
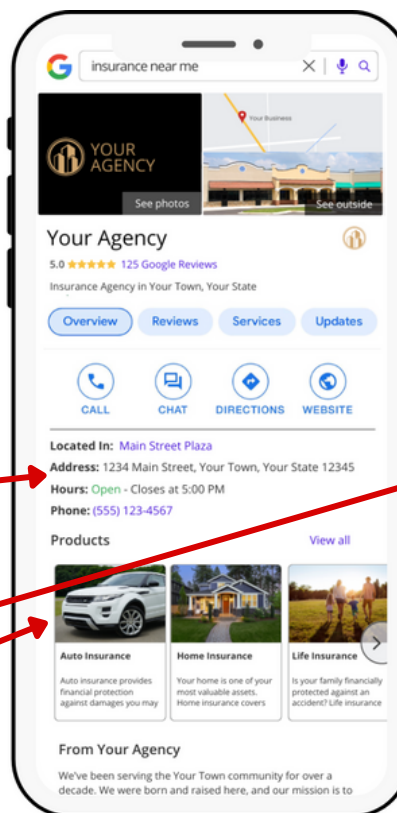
HOW DO WE IMPROVE YOUR PERFORMANCE ON GOOGLE?



RELEVANCE:

How well your online profiles match what someone is searching for. Optimize your online presence with information search engines need to match your business with relevant searches including:

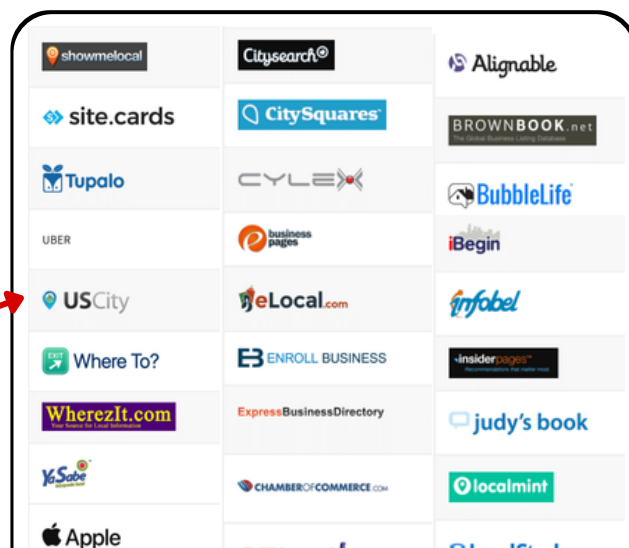
- Business Name, Address, Phone
- Business Categories
- Business Hours
- Company Bio
- Link to Website
- Service Descriptions
- Weekly Content Posts
- Product Feature Cards



PROMINENCE:

How well known your business is online. Build your online legitimacy by creating profiles on hundreds of reputable websites. Also generate positive Google reviews. Citations we create for you include:

- Hundreds of Online Directories
- Major Business Profiles on Google, Bing, Facebook, LinkedIn and Yelp



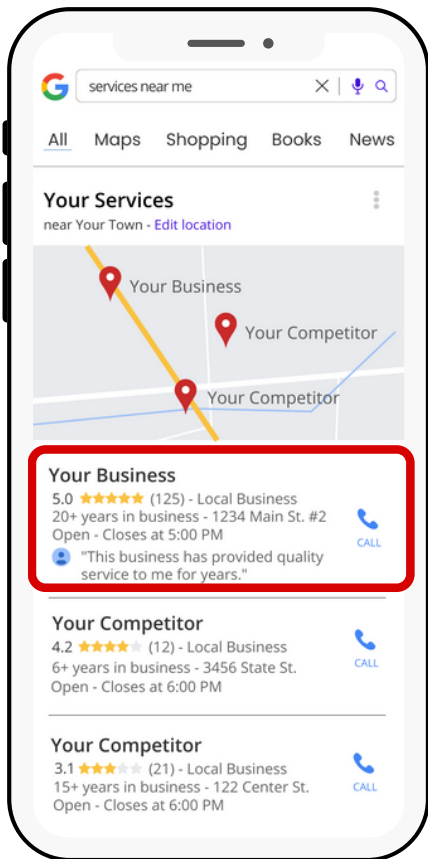
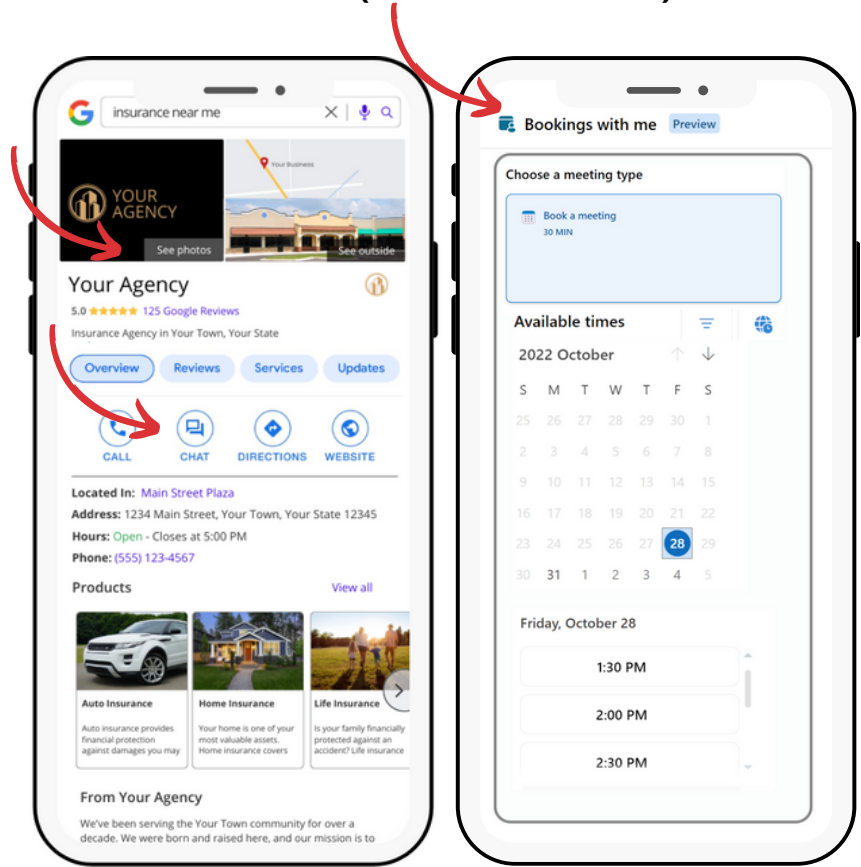
LOCAL SEARCH ENGINE OPTIMIZATION (CONTINUED)



CONVERSION

Do users want to call you when they see your online profile? A complete profile legitimizes your business vs. competitors. Turn traffic into conversations with an attractive Google Business Profile that includes conversion features such as:

- Photos
- Chat Requests
- Appointment Link
- A visually appealing profile



RESULTS: WHAT YOU CAN EXPECT

SEARCH RESULTS

When prospects search for your services online, can they find you? **Get found online.**

PHONE CALLS

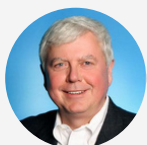
Prospects are more likely to **call you** if you appear in online searches with a robust profile. Our typical clients see a **40% increase** in inbound calls.

ENHANCE EFFORTS

Other marketing will be **more effective** because prospects search online after the first touchpoint.

LOOK GOOD

Be proud of your online footprint. Look good online by activating visually attractive features.

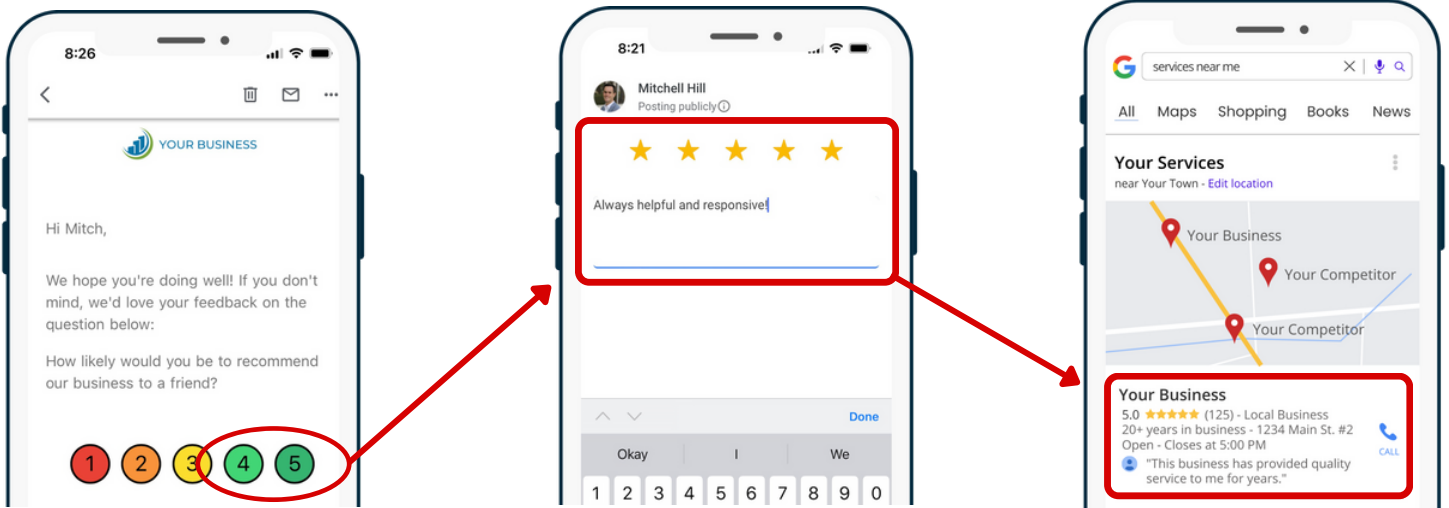


If you're a small business owner that is looking to get a local search boost Lift Local is the team for you. They guided us through the process and gave us timely updates on the results. We've seen increased review activity and increased inbound new business calls as a result. If you're local and growing, grow with Lift Local!

Tom W.
Insurance Agency Owner

REVIEW GENERATION & CUSTOMER FEEDBACK

Over 90% of consumers say they consult online reviews before making a purchase decision, and 83% of consumers say that reviews must be recent to be trustworthy. If you have many positive reviews being added to your Google profile consistently, you'll crush your competition! You can get reviews from your customers with our automated reviews service. Here's how it works:



1 REQUEST FEEDBACK
After uploading a list of your customers to our platform, the system's algorithm automatically sends email requests to the optimal number of people each day to ask how satisfied they are with your business.

2 GET GOOGLE REVIEWS
Customers who give a positive satisfaction rating are directed to Google to leave you a public review.

3 STAND OUT ONLINE
With a high volume of consistent, positive Google reviews, you'll rank higher on Google and interested prospects will choose to call you more often.

4 UTILIZE FEEDBACK
Our system records all feedback responses from your customers. Knowing who your happy customers are opens cross-sell and referral opportunities. Identifying unhappy customers allows you to save potential cancels and improve retention.

Customer Ratings		
Positive Ratings	Moderate Ratings	Negative Ratings
<ul style="list-style-type: none"> John Taylor Tue May 31, 2022 Anne Smith Mon May 30, 2022 Jose Velasques Mon May 30, 2022 	<ul style="list-style-type: none"> Reggie Cox Wed May 25, 2022 Stewie Burton Tue May 24, 2022 Megan Beckstrom Tue May 24, 2022 John Taylor Mon May 23, 2022 	<ul style="list-style-type: none"> Tom Jones Fri May 6, 2022 Al Richbottom Fri May 6, 2022



After being in business for 8 years, our business had 23 Google reviews. After signing up for Lift Local, our reviews tripled within 6 months. Great service!

Gena T.
Insurance Agency Owner

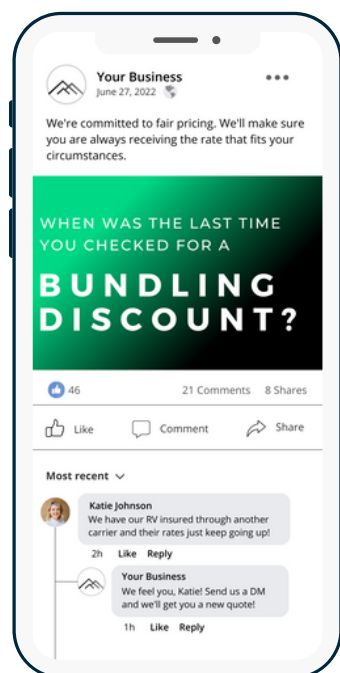
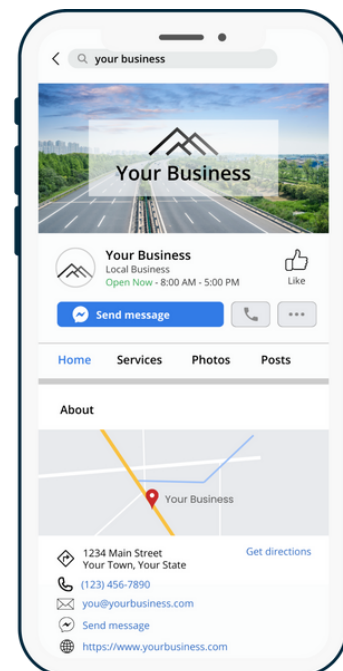
SOCIAL ENGAGEMENT

The majority of social media posts from business pages never produce enough engagement to be promoted by the platform's algorithm. As a result, you don't reach any new users with your posts. What if you could get your name and engaging content in front of 3,000-4,000 new prospects each month? Our Social Engagement service optimizes your profile and creates opportunities for you to interact with members of your local community online.

- 1 OPTIMIZE FB PAGE - LOOK GOOD ONLINE**

We'll optimize your page with accurate info, photos, bio, categories, and descriptions of the services you offer so users can engage with your business.
- 2 WEEKLY POSTING - BE RELEVANT**

We'll create and post educational and promotional content to your page, keeping you relevant.



- 3 GET MORE FOLLOWERS**

We'll send out email campaigns to increase your following and encourage page engagement.

- 4 ENGAGE NEW PROSPECTS - FACEBOOK ADS**

Each month, we'll run a paid ad to your local community. You'll build brand awareness by reaching thousands of users you'd otherwise miss, and you'll have opportunities to start conversations when they like or comment on your post.

AVERAGE RESULTS:

3,500 users reached
57 likes and 20 comments
34 link clicks

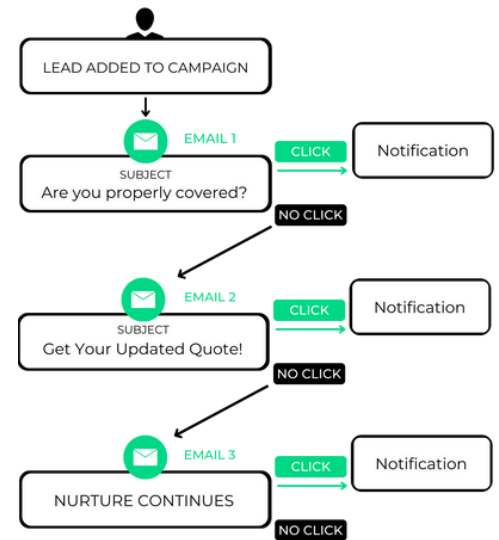
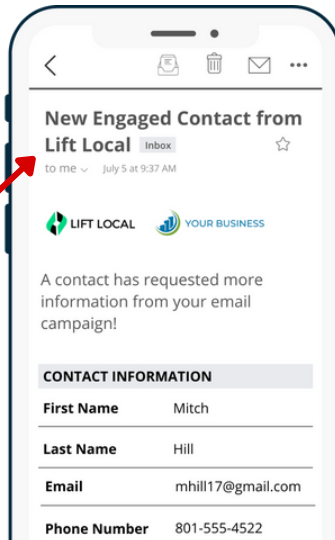
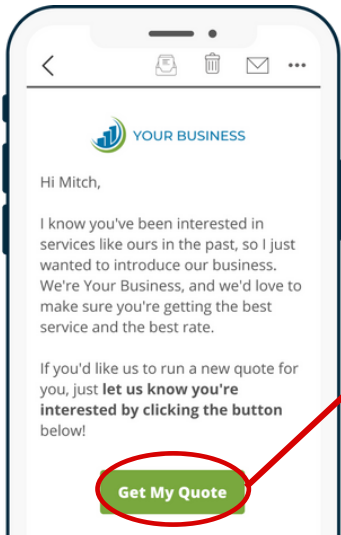


"We have loved all of the posts. They've been relevant and have helped us increase our social following. It's great to not have to worry about creating content and posting it. We know Lift Local will get it done!"

Ashlee B.
Marketing Consultant

LEAD NURTURING

Your abandoned cold lead list might be a goldmine. Chances are, there are interested prospects hidden in your list that you've never been able to get ahold of. What if there was a way to uncover prospects who are ready to talk? Lead nurturing is a series of automated email campaigns designed to help you know which leads are worth your time. Here's how it works:





1 EMAIL COLD LEADS
We'll build a series of marketing emails that give your prospects a chance to request more information. Each email contains an opt-in button that signifies the prospect's interest.

2 GET NOTIFIED
When a prospect clicks the button in an email, you'll be notified. This allows you to reach out to them specifically and start a productive conversation.

3 CONTINUE FOREVER
Lead nurturing is all about timing. Even leads who already told you that they aren't interested could experience a life change that makes them a prime prospect. Continuous emails ensure that you'll be in their inbox when the time is right.

RESULTS: WHAT YOU CAN EXPECT

<p>30-40</p> <p>Leads will receive 30-40 emails each year</p>	<p>56%</p> <p>56% of leads engage with your emails on average</p>	 <p>Brand awareness increases contact rates</p>	 <p>Start more productive sales conversations</p>
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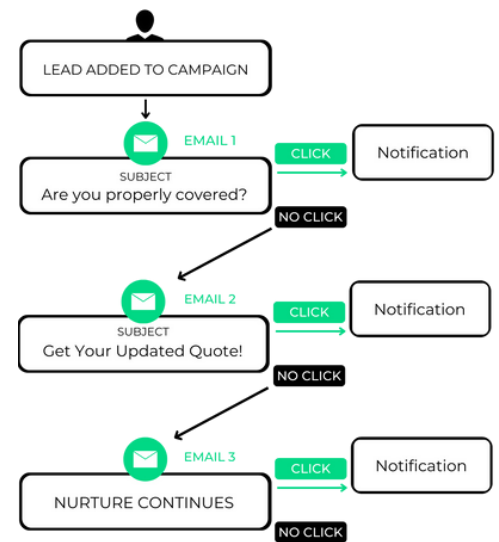
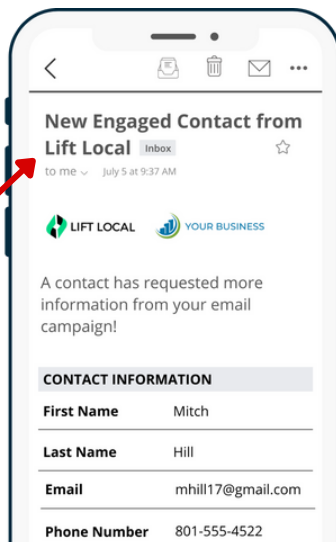
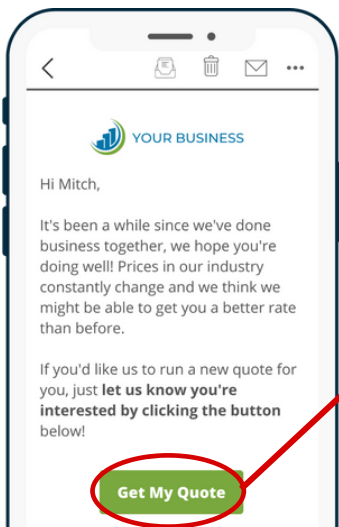


"We've been pleased with the leads. We have made several sales and will probably be able to get a lot of them in the future."

Drew S.
Insurance Agency Owner

CUSTOMER WINBACKS

Even the best businesses have customers cancel for various reasons. Your business could have hundreds or thousands of former customers in your database, many of which are open to reconnecting. What if there was a way to uncover former customers who are ready to talk? Winback campaigns are a series of automated emails designed to help you know who is worth your time. Here's how it works:



1 EMAIL FORMER CLIENTS
We'll build a series of marketing emails that give your prospects a chance to express their interest in reconnecting. Each email contains an opt-in button that signifies the prospect's interest.

2 GET NOTIFIED
When a prospect clicks the button in an email, you'll be notified. This allows you to reach out to them specifically and start a productive conversation.


3 CONTINUE FOREVER
Email nurturing is all about timing. Even prospects who already told you that they aren't interested could experience a life change that makes them a prime prospect. Continuous emails ensure that you'll be in their inbox over time.

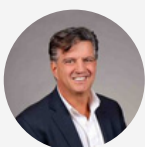
RESULTS: WHAT YOU CAN EXPECT

20-30
Former customers will be emailed 20-30 times each year

56%
56% of leads engage with your emails on average


Brand awareness increases contact rates


Start more productive sales conversations



"I have received monthly leads from WinBacks. I am able to close 3-4 of them a month."

Dennis F.
Insurance Agency Owner

CUSTOMER ENGAGEMENT

In a recent survey, less than 33% of insurance customers reported that they were satisfied with their insurance provider. When customers don't feel a personal connection to your brand, they're much more likely to leave you when another option comes along. 85% of customers reported that they'd be open to receiving email communication on a monthly basis from their service provider. Our automated email campaigns engage your current customers on a variety of topics to keep your business top of mind. Cut churn and improve loyalty by engaging with your customers consistently over time.

<p>1</p> <p>CONTACT</p> <p>We build you an email campaign to contact each of your customers each month.</p>	<p>2</p> <p>AWARENESS</p> <p>Customers receive consistent emails from you, keeping your brand top of mind.</p>	<p>3</p> <p>ENGAGEMENT</p> <p>Each email provides a chance for customers to engage with your business.</p>	<p>4</p> <p>RETENTION</p> <p>Positive brand awareness and engaged customers lead to improved loyalty and retention.</p>
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HOW OFTEN ARE YOU REACHING OUT TO YOUR CUSTOMERS?



Mary Dedrick

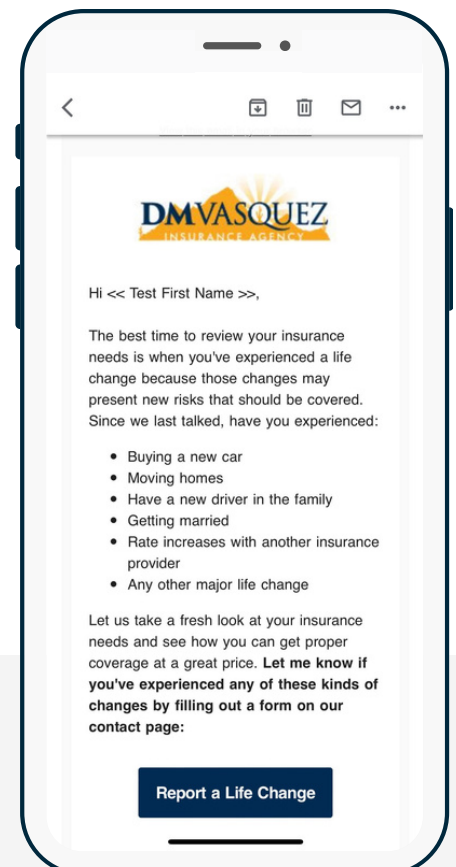
1 review

★★★★☆ 3 weeks ago

Critical: Responsiveness

I feel like I am pretty well covered, but have no idea who my agent is. I have received e-mails that someone from the agency would be contacting me, but no one has over the past eight years. Hopefully I will be able to talk to someone in person if I ever have a claim.

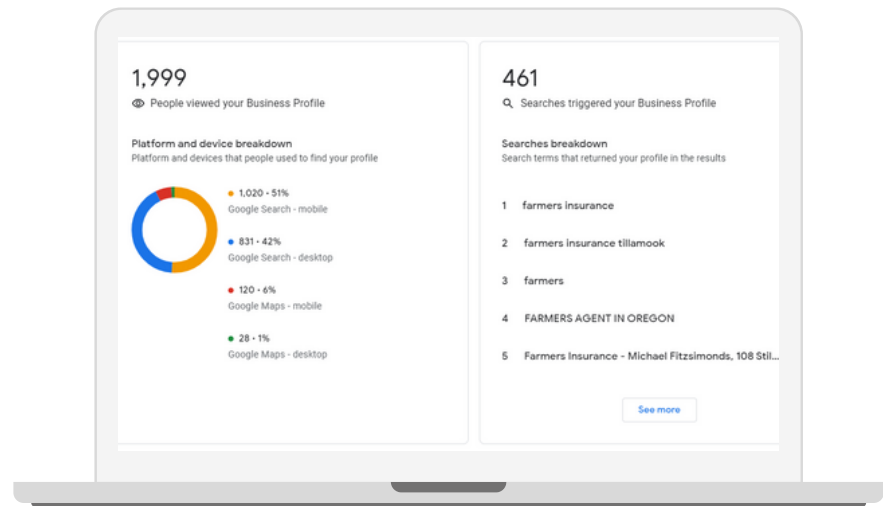
- ✔ Engage Your Customers
- ✔ Uncover Cross-Sell Opportunities
- ✔ Improve Retention



WHY CHOOSE LIFT LOCAL?

ABOUT US

At Lift Local we've helped thousands of businesses engage more future, current, and former customers by improving their online presence and running automated email campaigns. We offer off-the-shelf marketing campaigns that make it easy for you to get started and even easier to manage throughout our relationship.



AFFORDABLE MARKETING

We arm your business with full marketing strategies at a fraction of the cost of an in-house marketing manager. Get SEO, email marketing, and social media management services at a single agency for a monthly or annual fee.

HANDS-OFF SERVICE

We've deployed marketing campaigns for thousands of businesses, and through experience our marketing strategists have learned which techniques work for your industry. We don't require endless hours of onboarding calls, proposal reviews, or approval processes - we just need a 10-minute discovery session to get your campaigns up and running. Our client success managers will then report results to you on a regular basis. We provide a hands-off approach to agency marketing so you can spend your time doing what you do best: running your business.

WHAT'S NEXT?

Getting started with Lift Local is a piece of cake. Hop on a demo to get your custom marketing strategy, choose your services and then we'll get to work! Your Customer Success Manager will then reach out in a couple weeks to give you your first update and report on progress so far! [Click here to schedule a demo](#) and feel free call us at (801) 407-5983 with any questions.

MARKETING SERVICES

ALL PRICING REFLECTS A 10% DISCOUNT FOR MEMBERS OF THE AC.

ONLINE PRESENCE

Local SEO

Rank higher on Google so you show up in more searches. Build a professional online footprint to convert web traffic into conversations.

\$283.49 *monthly + \$249 setup*

Review Generation

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