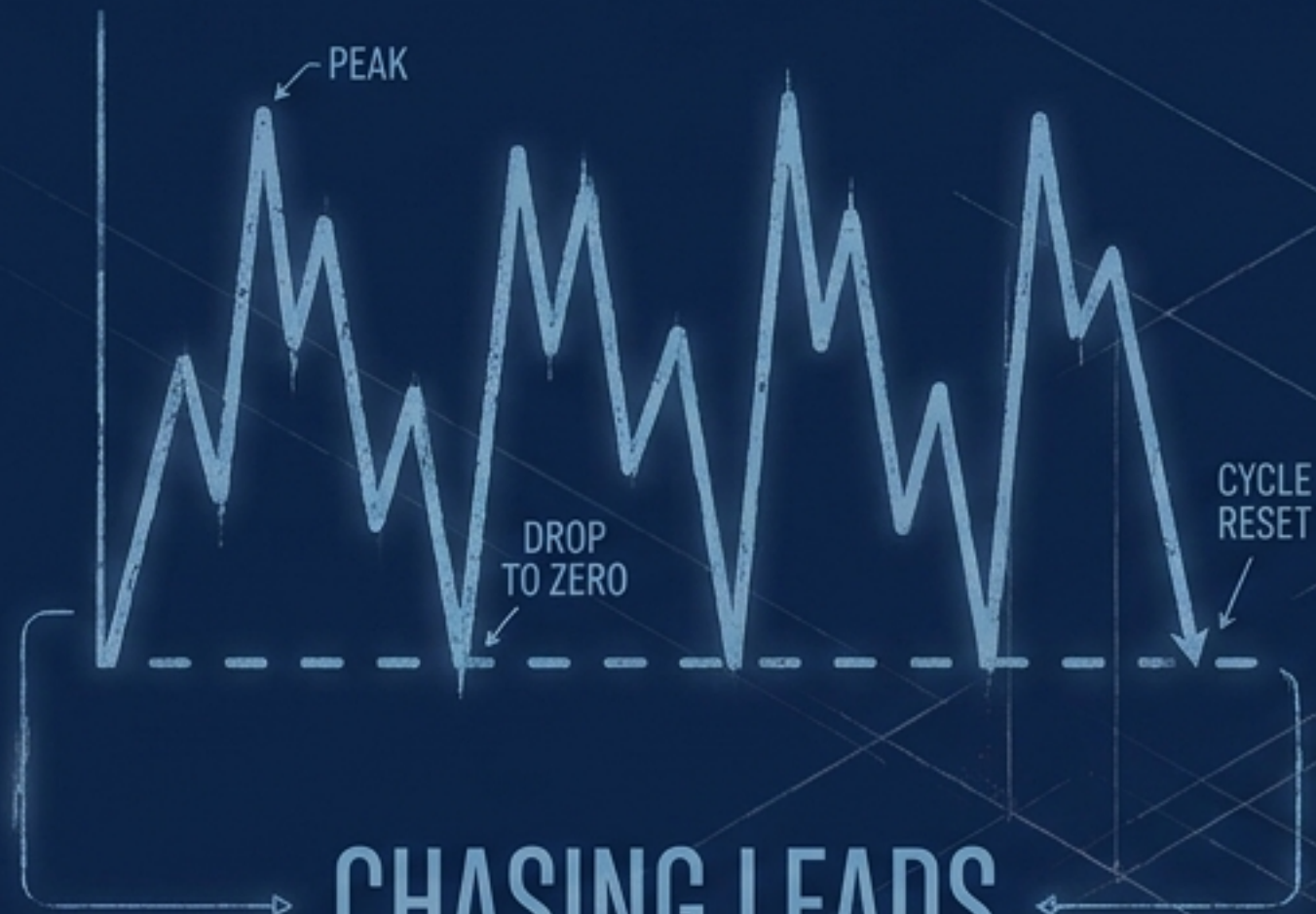


# Local Marketing Strategies for Insurance Agents



## CHASING LEADS

Buy a list. Work it. Run out.  
Start over from zero.

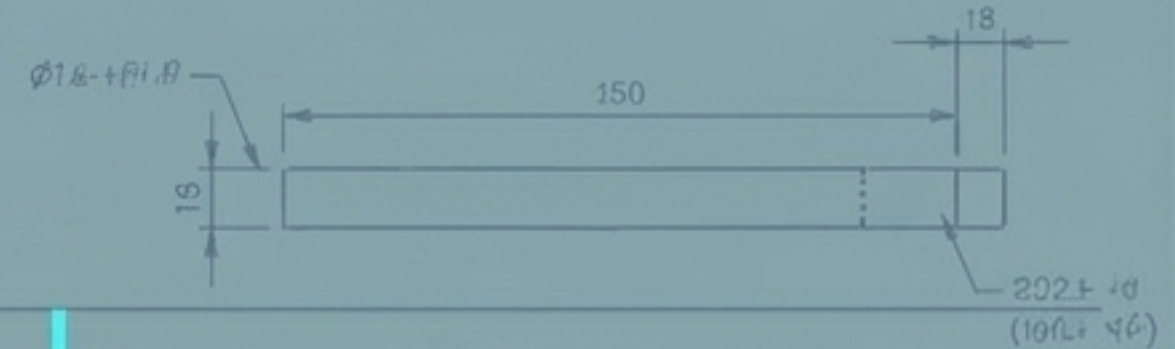
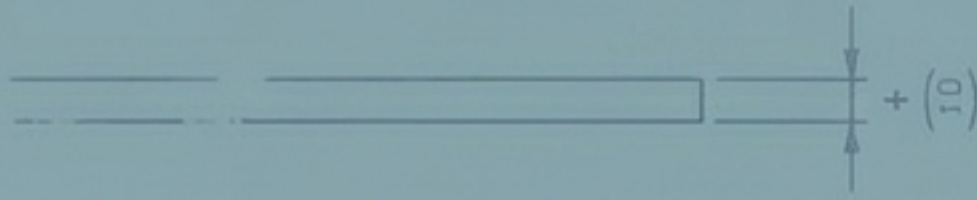


## BUILDING PRESENCE

A system that puts your name in front  
of the same people, until you become the  
obvious choice. Every week compounds.

# Run it as a system.

Community marketing isn't soft or slow when you run it with the exact same discipline as a paid campaign.



## Search Visibility

## Relationship Infrastructure

## Content Rhythm

Win the local  
map pack.

Build a  
non-insurance  
referral network.

Stay top of mind  
in the gap.

Build in parallel. Run for 12 months minimum.

# Pillar 1: Search Visibility



1

2

3

4

## Complete

(Fill every G-B-P field naturally)

## Post

(Weekly updates signal an active profile)

## Review

(Text the link immediately after enrollment)

## List

(Identical name/address across local directories)



# Pillar 2: Relationship Infrastructure

People who talk to seniors every day,  
but don't sell insurance.



# The Reciprocity Rule



- CMS rules prohibit monetary incentives for Medicare leads.
- Do not pay for referrals. No checks.
- Build genuine reciprocity: You refer to them, they refer to you.



5

Professionals to start

- Meet with one every 2 weeks (15-min, no-pitch intro).

- Send a handwritten thank you card.

- Check in once a quarter forever.

**18 months** = Steady warm intros.

**3 years** = Replaces paid lead spend.

# Pillar 3: Content Rhythm



**The Burnout Mistake:**  
Trying to do everything (blog, podcast, social, YouTube) and quitting in two months.



**The Local Winner:**  
Pick one rhythm and run it for two years **without missing.**



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**Top of  
Mind**

**Monthly  
Workshop**

(Teach, don't pitch.  
Offer 1-on-1s)

**Monthly  
Email**

(Two paragraphs,  
one insight)

**Weekly  
G-B-P Post**

# The Engine in Practice (Dave's First 9 Months)

Month 1-6



**22 Reviews**

(Up from zero)

Month 9



**2-3 Warm Intros**

(Per month, from 5 partners)

# The Compounding Year

Year 1 End



Replaced  
Paid Sources

Year 2



Leads faster than  
can be worked

**The whole engine is built on compounding. Months 1-6 feel like nothing.  
If you can't commit to 12 months minimum, don't start.**

# One Pillar. One Step. Tonight.

- Claim and fully fill out your G-B-P.
- Write down 5 referral partners to meet over the next 10 weeks.
- Schedule your first monthly workshop and pick the date.

**The agents who win don't do it because they're better marketers.  
They do it because they started, and didn't stop.**