

Local Marketing Ideas for Insurance Agents

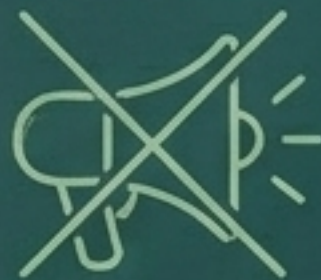


Beyond Your Network

- Expand into the community with zero ad spend
- Show up in the right places
- Offer immediate value

The Trust Equation

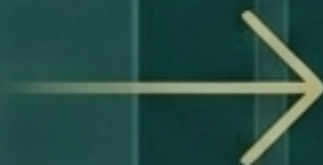
Stranger With
a Pitch



Cold outreach

Transactional approach

Ignored by prospects



Familiar
Face



Highly visible

Relational approach

Trusted by community

Visibility Builds Comfort

People buy from people they feel comfortable with. Visibility creates familiarity, and familiarity creates trust.

Senior & Community Centers

Position yourself as a teacher, not a salesperson.



Host free educational sessions

Focus on Medicare options

Leave cards for 1-on-1 help



Faith Communities

Provide value first and let relationships develop naturally.

Short sessions after services

Senior ministry outreach

Organic referral generation

Local Business Partnerships

Build a reciprocal referral loop with community pillars.

Your Agency

Pharmacies

Tax Preparers

Real Estate Agents

Financial Advisors

Events & Health Fairs

Engage prospects actively seeking answers.



Set up a
simple table



Display a clear
question sign



Answer concerns
directly

Free Medicare questions answered here

The Consistency Rule

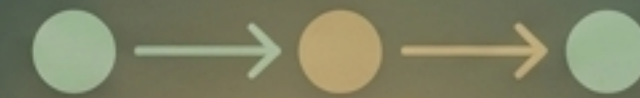
1 Visit



Scattered conversations

Quickly forgotten

Monthly Visits



Community Medicare expert

Compounding referrals

The 90-Day Strategy

Focus your energy to build a sustainable local book.

Pick 1 to 2 channels

Commit for 90 days

Show up consistently



How Local Marketing Starts

Stop planning and start connecting.

Reach out to 1 community hub

Introduce yourself

Offer immediate value

Make 1 Phone Call

- ✓ Call a local center, church, or business
- ✓ Offer a free educational session
- ✓ Ask to leave your information

1 Call. That is it.