# Mastering Lead Source Tracking for Insurance Agents

# Gut feelings are usually wrong.

The source you think is your best usually isn't, and the one you quietly ignore is often your highest closer. The only way to know is tracking it in your CRM, not your head.

# Producing isn't the same as returning.

## Activity

Running 3 to 5 active lead sources (paid, referrals, events, email). Each feels like it produces something, so the temptation is to keep them all running.

## Return

Tying every marketing dollar and free-time coffee meeting to a specific metric. Finding the one or two sources quietly carrying the dead weight.

# 90 Minutes

## Total Setup Time

A setup that works for a solo agent or small agency is built once, and then runs in the background of every appointment you take.

# Rules of engagement.

1. Capture at first contact. Never reconstruct from memory three weeks later, or your data will be useless guessing.

2. **Every lead gets a source.** 'Unknown' is a valid category. Watching it shrink over time proves your intake is improving.

3. **Source is not channel**. A senior who calls because a friend saw your Google Business Profile is a referral, not a search lead. Capture how they decided to call.

# The CRM Tracking Architecture

# Replace free-text with a picklist.

80% of bad data comes from optional fields. Use 5 to 7 exact categories. Must be a **Required** field on the lead record.

- Referral from client
- Referral from professional
- Google search / Business Profile
- Local event or workshop
- Direct mail
- Paid online lead
- Carrier-supplied / Other

# Source Detail

Captures the specific within the category. While the category tells you what kind of source, this required field captures the exact workshop name, the specific paid vendor, or the exact referral partner.

# Conversion Stage Tracking

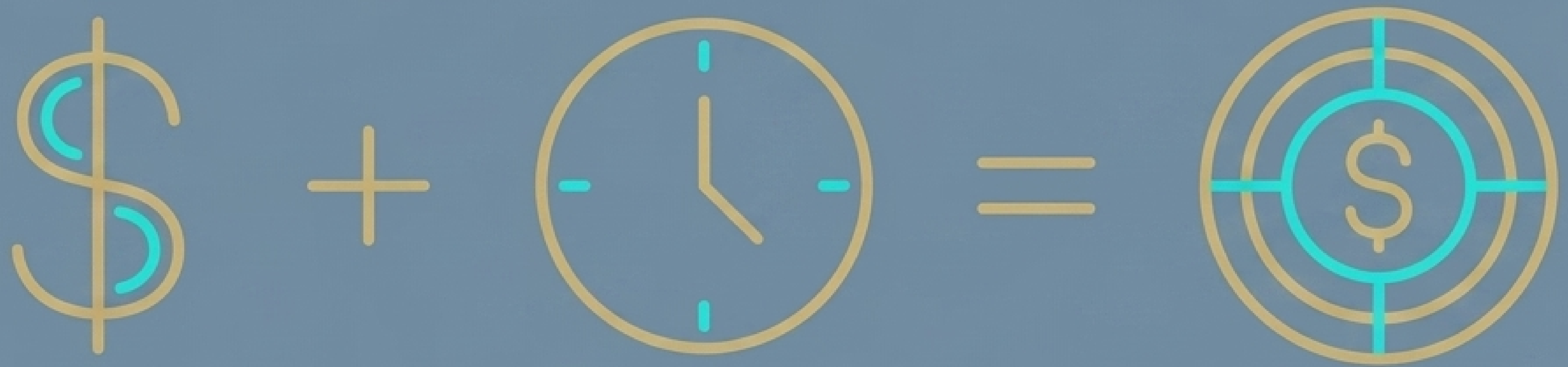
- Date lead came in
- Date appointment set
- Date appointment held
- Date policy placed

# Answering "Is this working?"

| | |
|---|---|
| Lead to Appointment Rate | Appointment Show Rate |
| Appointment to Close Rate | Days to Placement |

Automate these stamps in your CRM where possible, or build a 30-second post-appointment checklist. Manual end-of-month data entry is where tracking dies.

# Log every dollar and every hour.



Direct spend on mailers, paid leads, and workshop catering matters. But your hourly opportunity cost for referral meetings matters equally. If you spend five hours a quarter on coffee meetings, log that value to compare referrals honestly against paid leads.

# 30 minutes, once a month.

Run one report on the same day every month. The first time you run it, you will be surprised.

| Leads | Conversion Rate | Cost | Cost Per Sale |
|---|---|---|---|
| – | – | – | – |
| – | – | – | – |
| – | – | – | – |
| – | – | – | – |
| – | – | – | – |
| – | – | – | – |
| – | – | – | – |
| – | – | – | – |
| – | – | – | – |
| – | – | – | – |

# Calm, math-based decisions.

| $45 / sale | $65 / sale | $260 / sale |
|---|---|---|
| Referrals (Time cost) | Workshops (Food & Venue) | Paid Online Leads |

Armed with data from a 2-hour setup, an agent doubled her workshops and cut paid leads in half. Six months later, total cost per sale dropped 30% without working harder.

# How the system breaks

- ✕ Treating the picklist as optional. The system collapses the first month  somebody types in the source field.
- ✕ Reviewing too often. Weekly is noise. Monthly is signal.
- ✕ Killing a source after one bad cycle. A source should underperform for two consecutive cycles before cutting, to account for seasonality and small samples.

# Replace free text today.

Open your CRM. Build your 5-to-7 category picklist and a Source Detail field. Make them required before you take another lead. This single change is the foundation of every report you will run.