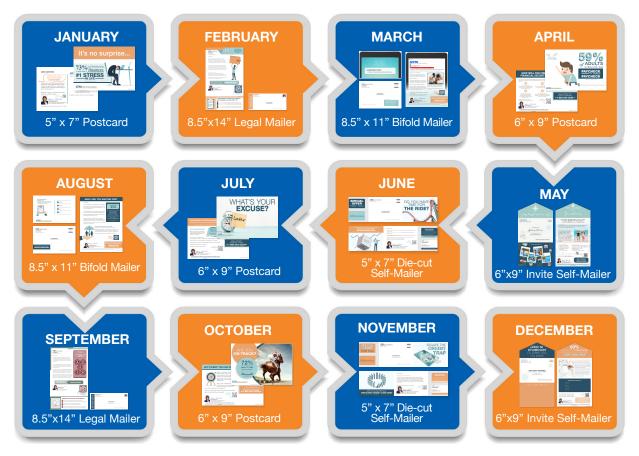# AUTOMATED PROSPECTING PROGRAM

ABOUT THE PROGRAM

Our Automated Prospecting Program is a turnkey solution that helps you target the individuals and families that best fit your business model. Our data paired with consistent automated touch points will help you generate more qualified sales-ready leads for you each month!

PROGRAM INCLUDES:

- ❖ 12 Direct Mail Targeted Touch Points, 1 per month
- ❖ Use Our Targeted Data or Provide Your Own
- ❖ FINRA Reviewed Content
- ❖ Fully Automated, Turnkey Solution
- ❖ Plan Annually, Pay Monthly

12 AUTOMATED TOUCHPOINTS

JANUARY
5" x 7" Postcard

FEBRUARY
8.5"x14" Legal Mailer

MARCH
8.5" x 11" Bifold Mailer

APRIL
6" x 9" Postcard

AUGUST
8.5" x 11" Bifold Mailer

JULY
6" x 9" Postcard

JUNE
5" x 7" Die-cut Self-Mailer

MAY
6"x9" Invite Self-Mailer

SEPTEMBER
8.5"x14" Legal Mailer

OCTOBER
6" x 9" Postcard

NOVEMBER
5" x 7" Die-cut Self-Mailer

DECEMBER
6"x9" Invite Self-Mailer

OUR EASY ENROLLMENT PROCESS

ALL-INCLUSIVE PLAN STARTING AT
$.75
PER PROSPECT

1 Go to enrollment form online

2 2. Provide contact information for personalized imprint

3 3. Build ideal prospect profile by selecting attributes

4 4. Attached your photo, logo, and business card

5 5. Cick submit

AVAILABLE PROSPECT PROFILE ATTRIBUTES

- Location 1.
- Age 2.
- Gender 3.
- Estimated Income 4.
- Net Worth 5.
- Household Composition 6.
- Dwelling Type 7.
- Education 8.
- 9. Estimated Assets
- 10. Investor Experience Level
- 11. Insurance
- 12. Investment Products
- 13. Estimated Household Debt Level
- 14. Investment Risk Tolerance
- 15. Home Value

Attributes 1-8 are included with Standard plan, 9-15 are additional with Plus and Premium plans. Custom attributes available upon request.

UNLOCK HIGHER RESPONSE RATES

Improved data on consumer behavior has increased prospecting list response rates from 2.9% to 4.9% since 2017, *according to Data Marketing Association.*

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ABOUT US

At LTM Client Marketing we create and deliver customized communications to our client's customers and prospects in the insurance, financial services and tax industries.

Our goal is to help our clients develop loyal relationships and educate their clients through communications programs that help brand them as the trusted advisor. Our marketing solutions and programs do that through strategic and on-going touch points with their customers and prospects.

Call today to schedule a call with your marketing specialist.

we're here to help.
1-800-243-5334
SALES@LTMCLIENTMARKETING.COM

see the products online.
WWW.LTMCLIENTMARKETING.COM