



# EMAIL MARKETING TO REVIVE OLD LEADS

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# LESS IS MORE

When it comes to the body of an email, less is more. The more you write, the less your prospect will read.

According to TOPO, prospects open less than 24% of sales emails. That's right, for every 4 emails you send out, 3 will be deleted.

Short and direct emails resonated best with prospects, according to a recent study of over 40 million emails.\*

Emails written at a third grade level performed 36% better in terms of open rates.

Emails that asked a question had a 50% higher response rate than those that did not.

## WHAT DOES ALL THIS MEAN?

**Short, easy to read, and a call to action will get you higher response rates.**

The best email is one your prospect has read before they realized they have read the whole email.

How? I am glad you asked...

# THE SUBJECT LINE

47% of email recipients decide on opening an email based on the subject line alone.\*

There are opposing views based on the studies and stories out there regarding what works with subject lines.

Most agree using the prospect's name is out. Most people are on to the fact that in many cases, this process is automated. Even though it may be actually typed out, your prospect has no way to know.

If you are wanting to keep it more personal, use the words "You" or "Your." Example: *Your Medicare Coverage*  
Simple, personalized, and clear on the message.

Or you can ask a question:  
*Is Your Medicare Coverage a Good Fit?*  
*How's Your Medicare Plan?*  
*Is Your Medicare Premium too High?*

Feel free to use any of the above or...

## Create Your Own Subject Line

What gets an email opened for one person, may get deleted for another. There is no one generic email subject line that works for everyone.

Here are some articles to get you going on creating your own subject line:

[Hubspot – 16 Subject Lines You'll Probably Want to Click](#)

[Constant Contact – Improve Your Open Rates with these 12 Tweaks](#)

[Hubspot – How to Write Catch Email Subject Lines: 17 Tips](#)

A white envelope icon with a blue outline, centered within a blue circle. The background features a teal circle on the left and a light blue circle on the right, both with dotted lines extending from their centers.

# 9 WORD SIMPLE EMAIL

This simple email has been used across numerous industries with great success on reconnecting with old leads. What is it? In the body of the email, write:

**“Do you still need help with your Medicare coverage?”**

That is it. Do not write anything else in your email body.

You may want to express how much they can save, or a new carrier that is in the area, or some other random fact. DON'T. The more you write, the more of a “pitch” this email is going to feel and the quicker that delete button will be pressed!

## **Why this works:**

1. It is easy to read. When a prospect opens this email, it takes about 1 second to read.
2. It asks a simple question. There is no complex buying process. It is a simple yes or no question.
3. Clear and easy call to action.

Your prospect may just delete the email without opening, or they may hit reply and say leave me alone. OR...they may reply or call you and say YES!



**A sample of what this email will look like prior to sending:**

To: YourProspect@email.com

Subject: Your Medicare Coverage

Do you still need help with your Medicare coverage?

Your Email Signature

**TIP: Your Email Signature**

Keep it simple too! You don't need your fax number, email address, pet's name, or other information prospects can get from your website or Facebook page. What you should have:

Name

Title

Phone

Website URL (or Facebook Page)

Address (optional)

Avoid using graphics as they may show up as attachments which may lead recipients to think there is a virus attached.



# FOBA

## **Frequent Objections By Agents** *(and questions too)*

### **My clients don't have email!**

Are you assuming this or have you asked them? If they are on Facebook or use Amazon, they have an email address! If you don't have any email addresses for your prospects, start asking!

### **This sounds like a lot of work!**

What else are you doing to reconnect with older prospects? Hoping they remember you is not a good strategy. Tip: Use Copy and Paste to make it easier.

### **When should I email old prospects?**

90 days after your appointment as long as you have permission to contact them. Permission to contact with Medicare Advantage and Part D only last 90 days.

### **How often should I reach out?**

You don't want to reach out too often and be seen as a pest. 90 days out and then after October 1<sup>st</sup> for AEP (make sure you document this permission to contact in your CRM / notes).

### **Can't I send out a mass email using an email service?**

Yes you can! Be aware some email servers may block bulk email, but this is a great way to see open rates and other statistics.



LET'S GET YOU GOING!

Need help? Questions? We are here to help!

We can help you get your campaign running, reengage with your old prospects & turn them into clients!

Call and set up your strategy session and get personalized assistance and guidance!



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Join the Medicare Café  
*Where agents drink java and talk shop*

Live Tuesdays at 10:00am (CST)  
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