

It's an age-old question among insurance Agents: "How do I get more leads?"

There are many answers, but we think this one is key: build your reputation as a trusted resource in your community. Formally, this is known as **grassroots marketing**.

The following is our four-step guide for using grassroots tactics to build business in your market all year long.



Step 1: Build your personal brand.

- Be **knowledgeable** by investing the time necessary to become a true expert in the Medicare industry and the plan options in your area.
- Be **reliable** by returning phone calls and email promptly and being on time (or better yet, early) to all sales meetings.
- Be **courteous and proactive** by showing respect for the challenges Medicare beneficiaries face and finding solutions that help meet their individual healthcare needs and goals.



Step 2: Develop relationships with members of medical and senior communities in your area.

This can be a great gateway to grassroots opportunities that help you meet prospects.

Key Players:



Pharmacies

Ask the pharmacist or store manager if there is someone they can refer Medicare questions to. If not, offer to fill the role. Create a display with brochures and your business cards. Keep in mind that plans may not market in restricted areas. Restricted areas include pharmacy counter areas (where patients interact with pharmacy providers and obtain medications).



Senior centers/senior housing communities

Ask the manager or director of activities if there are recurring healthcare seminars, Medicare-related meetings or social events you can present before or after. Bring refreshments so you become the "regular" everyone is excited to see.



Step 3: Engage with the organizations your prospects are passionate about.

Seniors tend to have more free time than other groups, and they're often active members of their communities. Getting involved with the groups they belong to is a great way to get referrals, fill your funnel with prospects, and become known as your hometown Humana Agent.

- Religious communities
- Social clubs (book or bridge clubs)
- Military groups (American Legion, VFW)
- Humana affiliates (SilverSneakers®, Walmart)
- Professional interest groups (CPAs, realtors, attorneys)
- Community-sponsored events (farmer's markets or health fairs)



Step 4: Host impactful events that engage attendees.

Use a mix of event types and formats to keep things fresh and consistently find new leads:

- Educational
- Informal Sales
- Formal Sales*
- Prospective member
- Member-only



New, game-changing grassroots marketing resources are available via the Marketing Resource Center:

- Give yourself (and your marketing efforts) a little professional polish with Humana-branded polo shirts, banners, A-frame signs and tablecloths
- Order pens, pillboxes and other giveaway items for event attendees
- All items can be viewed and ordered by logging in to the Marketing Resource Center (via Vantage) and searching "promo"

*External agents must be authorized to conduct formal sales seminars for Humana.

Just getting started with grassroots marketing? Need some additional help?

For assistance with your grassroots marketing efforts, contact your local BRM or BRE via phone or email.