

Insurance Industry

Lead Generator: The insurance industry may be recession proof, but competition for customers is fierce. Insurance agents are constantly looking for ways to generate leads, and digital incentives such as [music downloads](#), [custom skins](#) and [ringtone cards](#) are answering the call. Insurance agents have incorporated music download codes into their business cards and are handing them out to everyone they meet. When recipients go online to redeem their music, they are first required to fill out a short registration form, giving the insurance agent a way to stay in touch with the prospect.

Event Marketing: From college football games to summer festivals, insurance companies are using digital incentives as a tool to connect with potential customers. The digital content serves as a great icebreaker and way to engage prospects about the services the insurance agency provides. And the custom-branded cards work as a mini-billboard that makes a lasting impression with the recipient.

Online Registration Incentives: To encourage employees at different corporate accounts to renew their annual benefits early and online, Blue Cross Blue Shield has been using digital incentives as a reward. When people register online, they are sent a music download code good for free music. Other insurance companies are using digital music as a tool to generate online quotes. In a recent promotion, brokers who used Fasttrax for an online quote were emailed a code good for 10 music downloads at the end of each business day – compared to 5 music downloads if they requested the quote via phone, yielding a 43% increase in on-line users.

Trade Show Marketing: Because digital incentives are delivered through a lightweight plastic card, they require virtually no storage or transport costs, making them an ideal trade show giveaway. And for insurance companies interested in driving booth traffic, nothing works better than an [Instant Win Mystery Promotion](#), which combines music downloads with the chance to win larger prizes including iPods and \$20 Starbucks gift cards. Trade show attendees are invited to stop by the booth to pick up their instant win mystery card. To find out what they have won, recipients must log onto the mystery card registration page, register and enter the instant win mystery code featured on their card – giving the insurance company another chance to capture prospect data and promote their services.

