

# Organic Case Study for a Life Insurance!



## Challenge

In the first place it was quite challenging and mindstorming work for us. Usually people refrain from buying insurance policies through Social Media and go ahead with the best insurance agent who can give them amazing perks and benefits.

## Goal

The client requirement was to generate more leads through organic postings. Their aim is to convert as many as possible to buy their new life insurance policies.

## Solution & Process

With many mind storming sessions and strategies and after creating the content on USP we could actually see the results. Social Media is a long term process where we initially have to be patient and wait for a while to see the results. We eventually reached our goal and helped the client to fulfill their objective.

## Our Approach

We started promoting their policies through Social Media by picking up their USP where they even guided the clients with their old policies benefits and loss points. So we started targeting people who already had life insurance policies but were not aware about the hidden points.

## Results

The results were unbelievable and impeccable, we were getting comments and messages from the people about how we can help them. People were asking what hidden points are there and much more. After which when we connected with them we were able to convert them into our clients.

## Campaign Performance

