



Cris W.

Some Key Accomplishments:

Amplifying Engagement

How **the Office** Enhanced Engagement and Interest With **Automation Engine's Marketing Strategies**

Cris' team strategically blends traditional and digital marketing to maintain a vibrant client base. To help enhance engagement and convert leads into appointments, they have integrated Automation Engine into their marketing efforts. This combined approach has generated strong interest and engagement, helping ensure a steady flow of potential clients.

Radio and Email Impact:

A prospect who **originally engaged through radio in 2018 scheduled a retirement planning meeting**, demonstrating the long-term effectiveness of the office's consistent radio broadcasts and weekly emails.

Automation Engine Engagement:

Over six months, Cris received 10 appointment requests through Automation Engine campaigns. Although these did not immediately convert to clients, they significantly heightened engagement with potential prospects.

Diverse Marketing Strategies:

Utilizing TV, in-person seminars and movie events, the office effectively captured interest. **Its Medicare campaign generated three additional appointment requests**, showcasing the reach and versatility of the office's approach.