Mark Farnham Agencies Generates $1.2 MM of New Business Revenue

Mark Farnham Agencies, located in Central Maine, was searching for ways to better reach the community and find potential policy owners.

The client's rural location made it difficult to find new leads. Newspaper ads demonstrated to be ineffective and traditional TV / radio advertising was very expensive.

Infogroup Targeting Solution (ITS) deployed Salesgiene in order to find new customers and pinpoint the exact prospect they wanted to reach.

RESULTS:

Salesgenie helped Mark Farnham Agencies generate $1.2MM of new business revenue in less than three years.

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Business Need Overview

Mark Farnham Agencies is located in Central Maine and has been in business since 2006. They represent Allstate Insurance and their offered policies include boats, businesses, fire / theft, life, renters and many more. The chanllenge was to promote the agency in smaller, less populated communities. Newspaper ads were not effective and radio / TV advertising was very expensive. Mark Farnham Agencies needed a way to get customers fast in a difficult geographic region.

Solution

Infogroup Targeting Solutions (ITS) implemented Salesgenie. By utilizing Salesgenie's advanced search criteria and automated new lead alerts, Mark Farnham Agencies were able to target specific markets and find new prospects that turned into optimal customers. Within those communities, agents were able to segment the demographics of their prospect pool by income, town, street, and zip code. Information was always current with monthly and weekly database updates.

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Results

Mark Farnham Agencies deployed Salesgenie in August 2006, and in less than three years, the agency generated over $1.2MM in new business. The agency uses Salesgenie in order to implement telemarketing campaigns for six inside sales reps, working four nights per week. Mark Farnham, President of Mark Farnham Agency, loves the fact that Salesgenie is web-enabled and easy to use. With Salesgenie, the agency has increased close rates and can effectively reach the desired audience without defaulting to costly advertising.

About

Salesgenie

Salesgenie from Infogroup Targeting Solutions combines sales, prospecting, and marketing into a customized online tool. Our easy-to-use interface enables you to find quality business and consumer leads as well as gain valuable insight about them. Salesgenie reduces prospecting time, increases close rates, and allows you to focus on leads most likely to become customers.

Infogroup Targeting Solutions

Infogroup Targeting Solutions helps companies increase sales and customer loyalty through analytically driven consumer and business data and database marketing solutions. With exclusive access to the Data Axle™, we build multichannel solutions using contextually relevant information on individuals and businesses.

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