

Targeted Marketing on Steroids In 2023!

As of January 2023, Instagram had over two billion monthly active users!



The use of popular influencers in life insurance and retirement planning niches to target their followers for marketing purposes has become a common practice in recent years. Brands are turning to influencers to promote their products and services because they believe influencers have a strong relationship with their followers, and their endorsement can be an effective way to increase brand awareness and drive sales.

This is taking that concept and putting it on steroids by bypassing the influencer and marketing directly to their followers. Using 21st Century technology we can search for an influencer's followers, get a subset of them, including their public emails, and gather their information to market directly to them. Going forward, we will discuss the effectiveness of this strategy and explore the benefits and drawbacks of using popular influencers to access their followers in these niches.

Benefits of using popular influencers in life insurance and retirement planning niches:

Increased brand awareness: Influencers have a loyal following on social media platforms, and their endorsement can help increase brand awareness for life insurance and retirement planning companies. When an influencer promotes a brand, their followers are more likely to pay attention and take notice of the product or service being promoted.

Targeted marketing: Influencers have a specific niche and audience that they cater to, making them an excellent option for targeted marketing. For example, a retirement planning company can target an influencer's followers who may be made up a large following of baby boomers to promote their services to this demographic.

Cost-effective marketing: This can be more cost-effective than traditional advertising. Rather than spending a large amount of money on a single advertising campaign, one can target the followers of an influencers on a more long-term basis to promote their products and services.

Authenticity: Influencers are known for their authentic voice and personal connection with their followers and they are already tuned into the niche the influencers is promoting.

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Drawbacks of using popular influencers in life insurance and retirement planning niches:

Ethical concerns: There is always a risk that the influencers may have been promoting products and services that are not in the best interest of their followers or products that compete directly with yours, in exchange for financial gain. One needs to make sure that your products ethically coincide along with the best interests of the followers.

Limited audience: While influencers may have a large following on social media, be sure their audience is interested in the products you are promoting in the Life Insurance or Retirement Planning world.

Lack of control: Companies have limited control over the content that is created by the influencer. This can be a concern when it comes to promoting sensitive financial products like life insurance and retirement planning. One needs to understand their markets.

Real-world examples:

Haven Life: Haven Life, a life insurance company, partnered with influencers to promote their services on social media. They worked with a range of influencers, from mommy bloggers to financial experts, to reach a wider audience.

Vanguard: Vanguard, a retirement planning company, created a video series on YouTube featuring personal finance influencers. The series focused on retirement planning and investing, and each video featured a different influencer sharing their insights and tips.

Expert insights:

According to a study by Linqia, 39% of marketers planned to increase their influencer marketing budget in 2021. The study also found that 71% of consumers are more likely to make a purchase based on a social media reference, and 51% of consumers trust influencer opinions more than traditional advertising.

However, it is important to note that not all influencers are created equal. According to Liz Frazier, Senior Director of Digital Marketing at MassMutual, "When evaluating influencers, it's important to look beyond their follower count and consider the quality of their content and engagement with their audience. A smaller, more engaged audience can be more effective than a larger, less engaged audience."

In conclusion, targeting popular influencer's "followers" in life insurance and retirement planning niches is a new mode of operation and can be an effective marketing strategy. It can increase brand awareness, through targeted marketing on steroids, and be cost-effective.

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This is a Brand New Marketing Opportunity for you:

In the words of Star Trek, “If you want to go where no man or woman has gone before,” and get your hands on an email list of followers of any popular financial product influencer like the following:

1. Suze Orman - @therealsuzeorman: Suze Orman is a financial expert, motivational speaker, and author who has published 10 consecutive New York Times bestsellers. Her specialty is retirement planning, and her content includes advice on financial planning, investing, and retirement.
2. Dave Ramsey - @daveramsey: Dave Ramsey is a financial expert, author, and radio host who is known for his no-nonsense approach to managing finances. His specialty is debt reduction and money management, and his content includes advice on budgeting, saving, and investing.
3. Tony Robbins - @tonyrobbins: Tony Robbins is a motivational speaker, life coach, and author who has coached some of the world's most successful people. His specialty is in helping people achieve their personal and professional goals, and his content includes advice on motivation, mindset, and financial planning.
4. As well as many others that may be better suited for your marketing programs. It is up to you to optionally choose who the influencers and followers that you want to market to.

To gather the correct data, is not a simple google search, and as we have limited bandwidth to gather the data, we can only take on a limited number of clients, so don't wait and be left out of the loop on putting this unique and exclusive Marketing Program to work for you!

If you have any questions about how to get involved in the New Marketing Opportunity or anything discussed in this document, feel free to call, write, or set up a conference call:

Call: Louis G. LaBash at: 1-855-LESS-IRS

Email: louis.labash@financialscenarios.net

To set up a call, go to my Calendar:

