Generate Leads with TargetLeads

Marva Shannon
Account Executive

TARGETLEADS

About TargetLeads

- Established in 1985
- Owned by Richard Bufkin and family
- Specializes in the Senior Market

TEXAS	CALIFORNIA	UTAH
Main Office – SALES • Samples • Counts • Place Orders • All General Inquiries	**CRM Support** • CRM Demo • Tech Support	**Design/Fulfillment** • Custom Mailer Design • Fulfillment

TARGETLEADS

What makes TARGETLEADS different from other lead companies?

Experience: We've been in business for over 32 years & many of our employees have 10+ years experience with TL.

A+ Service: Instead of simply taking orders we use our experience to help guide and plan your marketing efforts.

What's Working…	What's Not …
• T-65's – target 4 to 7 months out • 65-70 Medicare Supplement • Dual Eligible/SNP • Long Term Care (3IN4needmore) • Duplicate lists	• Mailing too close to the 65th birth month • Over-qualifying your targeted prospect • Higher incomes pull lower response rates • Trying to make a sale in the wording of your mailer. Mailers are for peaking the consumer's interest & making connections.

Turning 65 Mailer B-OE1D

Averages 2.5% to 3.5% nationally

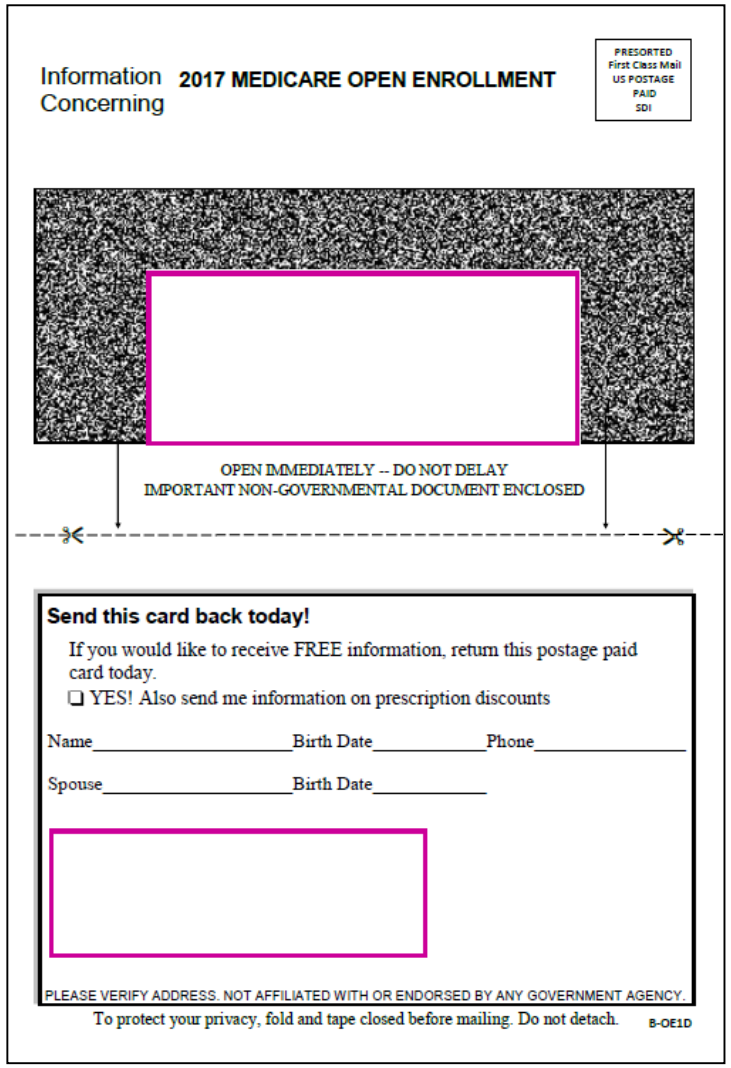
Recommended Selections:

Target 4-8 months out from the consumer's birthday for best response

Cost:

$470 per 1000 names mailed

Available in white, pink or blue cardstock



Information Concerning **2017 MEDICARE OPEN ENROLLMENT**

PRESORTED First Class Mail US POSTAGE PAID SDI

OPEN IMMEDIATELY -- DO NOT DELAY
IMPORTANT NON-GOVERNMENTAL DOCUMENT ENCLOSED

Send this card back today!

If you would like to receive FREE information, return this postage paid card today.

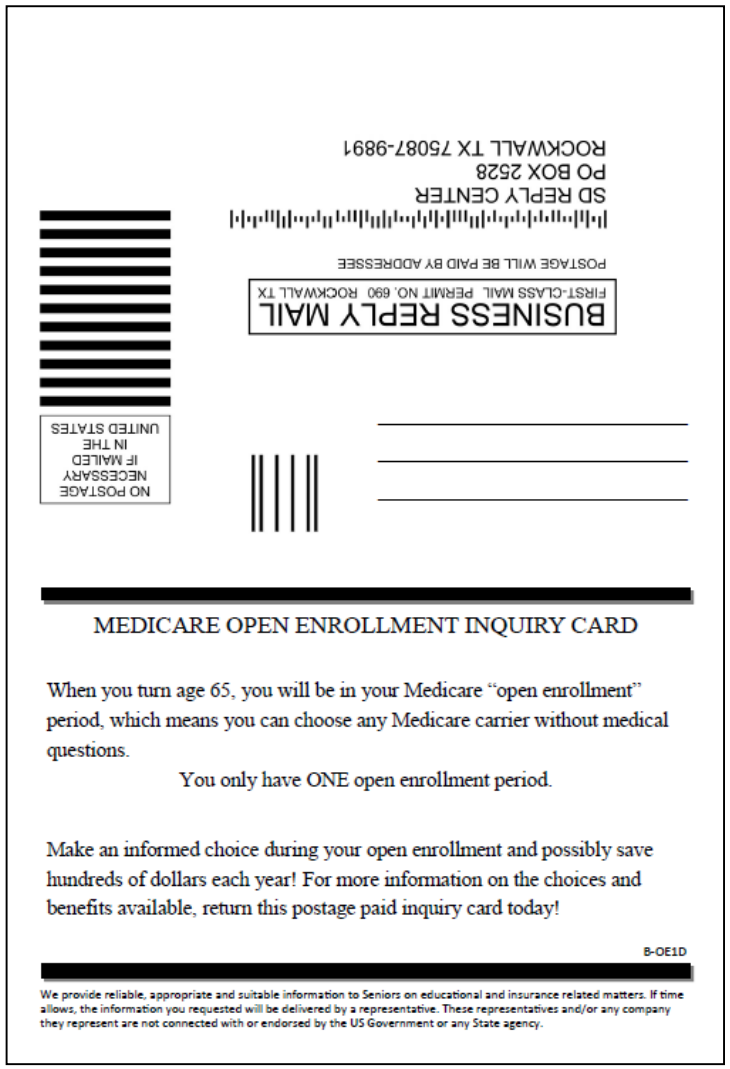
❑ YES! Also send me information on prescription discounts

Name_____Birth Date_____Phone_____

Spouse_____Birth Date_____

PLEASE VERIFY ADDRESS. NOT AFFILIATED WITH OR ENDORSED BY ANY GOVERNMENT AGENCY.

To protect your privacy, fold and tape closed before mailing. Do not detach. B-OE1D



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 690 ROCKWALL TX

POSTAGE WILL BE PAID BY ADDRESSEE

SD REPLY CENTER
PO BOX 2528
ROCKWALL TX 75087-9891

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

MEDICARE OPEN ENROLLMENT INQUIRY CARD

When you turn age 65, you will be in your Medicare "open enrollment" period, which means you can choose any Medicare carrier without medical questions.

You only have ONE open enrollment period.

Make an informed choice during your open enrollment and possibly save hundreds of dollars each year! For more information on the choices and benefits available, return this postage paid inquiry card today!

B-OE1D

We provide reliable, appropriate and suitable information to Seniors on educational and insurance related matters. If time allows, the information you requested will be delivered by a representative. These representatives and/or any company they represent are not connected with or endorsed by the US Government or any State agency.

TARGETLEADS

Med Sup 65-70 Mailer B-MS10

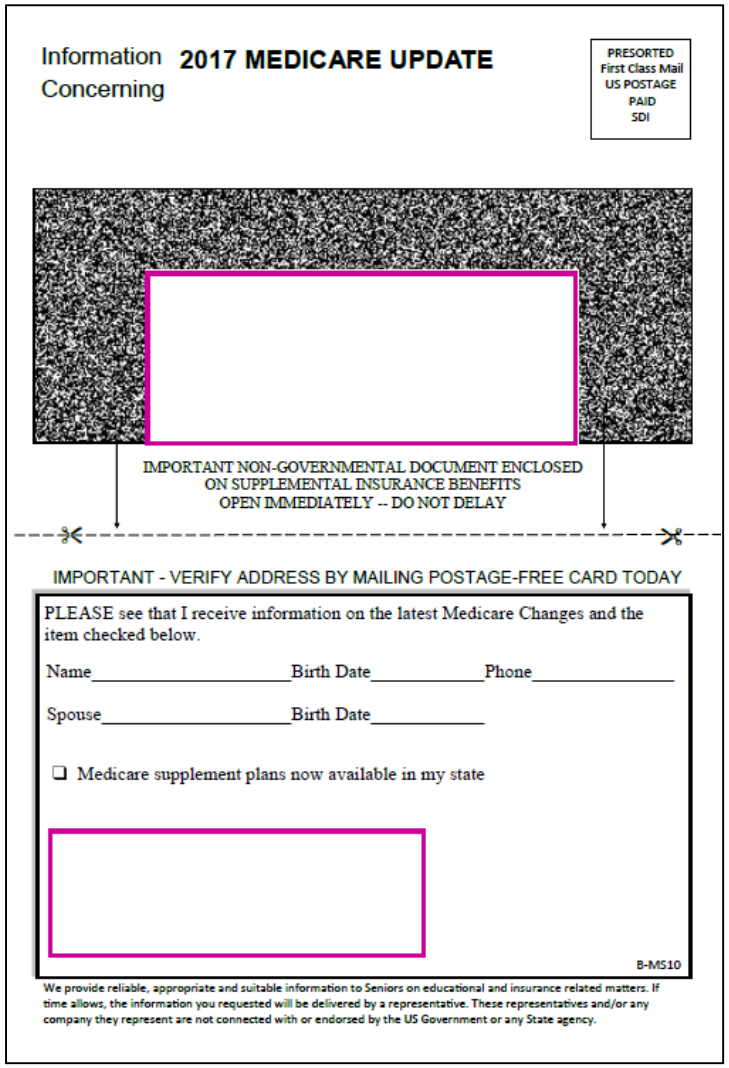
Averages 1.5%-2.5% response rate nationally!!

Recommended Selections:

Ages: 65-70
Est. Income: $30K+

Cost:
$455 per 1000 names mailed

Available in white, pink or blue cardstock



Information Concerning **2017 MEDICARE UPDATE**

PRESORTED
First Class Mail
US POSTAGE
PAID
SDI

IMPORTANT NON-GOVERNMENTAL DOCUMENT ENCLOSED
ON SUPPLEMENTAL INSURANCE BENEFITS
OPEN IMMEDIATELY -- DO NOT DELAY

IMPORTANT - VERIFY ADDRESS BY MAILING POSTAGE-FREE CARD TODAY

PLEASE see that I receive information on the latest Medicare Changes and the item checked below.

Name_____Birth Date_____Phone_____

Spouse_____Birth Date_____

❑ Medicare supplement plans now available in my state

B-MS10

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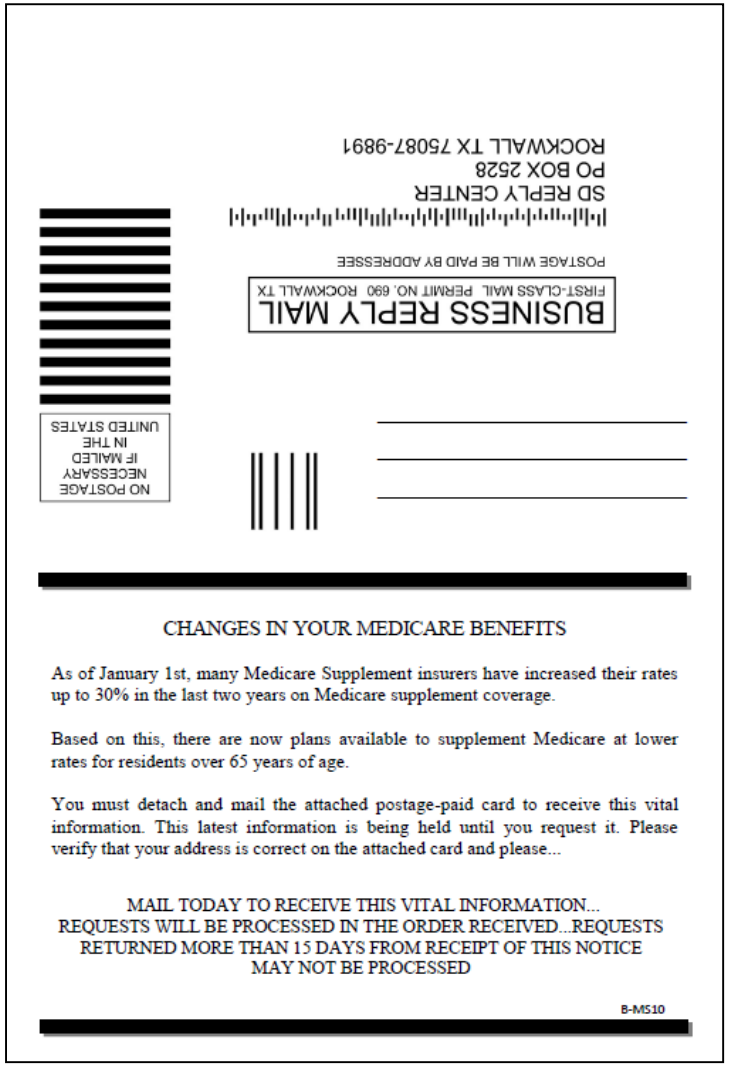

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CHANGES IN YOUR MEDICARE BENEFITS

As of January 1st, many Medicare Supplement insurers have increased their rates up to 30% in the last two years on Medicare supplement coverage.

Based on this, there are now plans available to supplement Medicare at lower rates for residents over 65 years of age.

You must detach and mail the attached postage-paid card to receive this vital information. This latest information is being held until you request it. Please verify that your address is correct on the attached card and please...

MAIL TODAY TO RECEIVE THIS VITAL INFORMATION...
REQUESTS WILL BE PROCESSED IN THE ORDER RECEIVED...REQUESTS RETURNED MORE THAN 15 DAYS FROM RECEIPT OF THIS NOTICE MAY NOT BE PROCESSED

B-MS10

TARGETLEADS

Medicare/Medicaid SNP
Mailer B-MC11

Averages 3%-5% response rate nationally!!

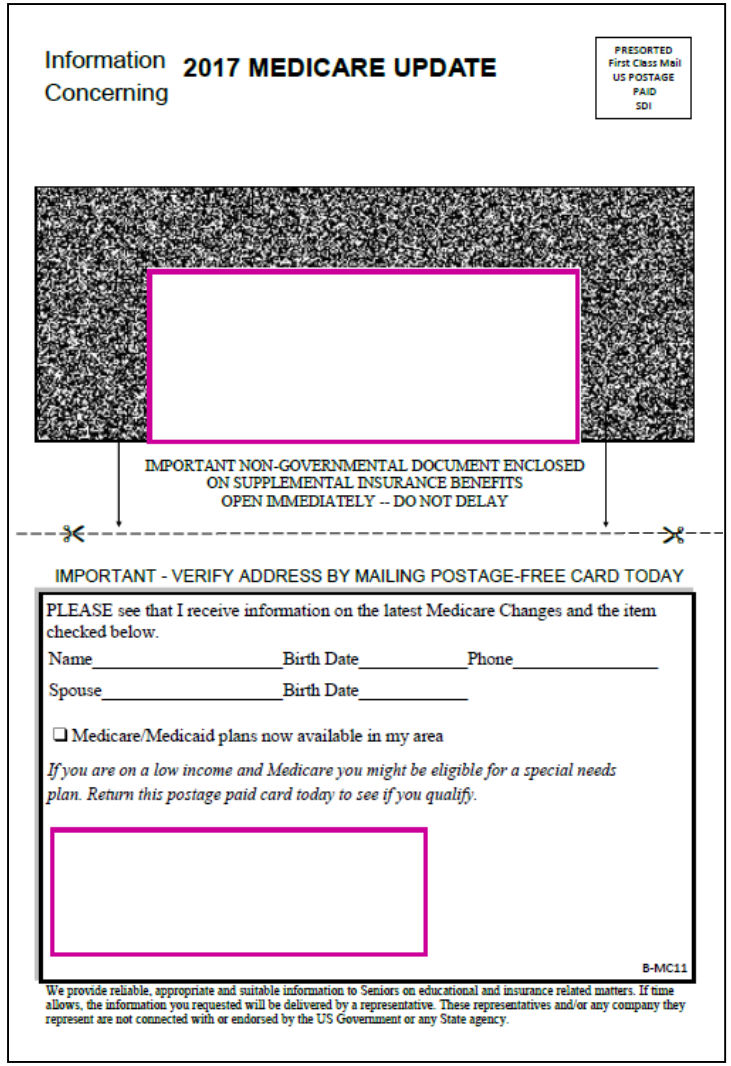
Recommended Selections:

Ages: 65-80
Est. Income: Below $20K

Cost:

$455 per 1000 names mailed

Available in white, pink or blue cardstock



Information Concerning **2017 MEDICARE UPDATE**

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IMPORTANT - VERIFY ADDRESS BY MAILING POSTAGE-FREE CARD TODAY

PLEASE see that I receive information on the latest Medicare Changes and the item checked below.

Name_____Birth Date_____Phone_____

Spouse_____Birth Date_____

❑ Medicare/Medicaid plans now available in my area

If you are on a low income and Medicare you might be eligible for a special needs plan. Return this postage paid card today to see if you qualify.

B-MC11

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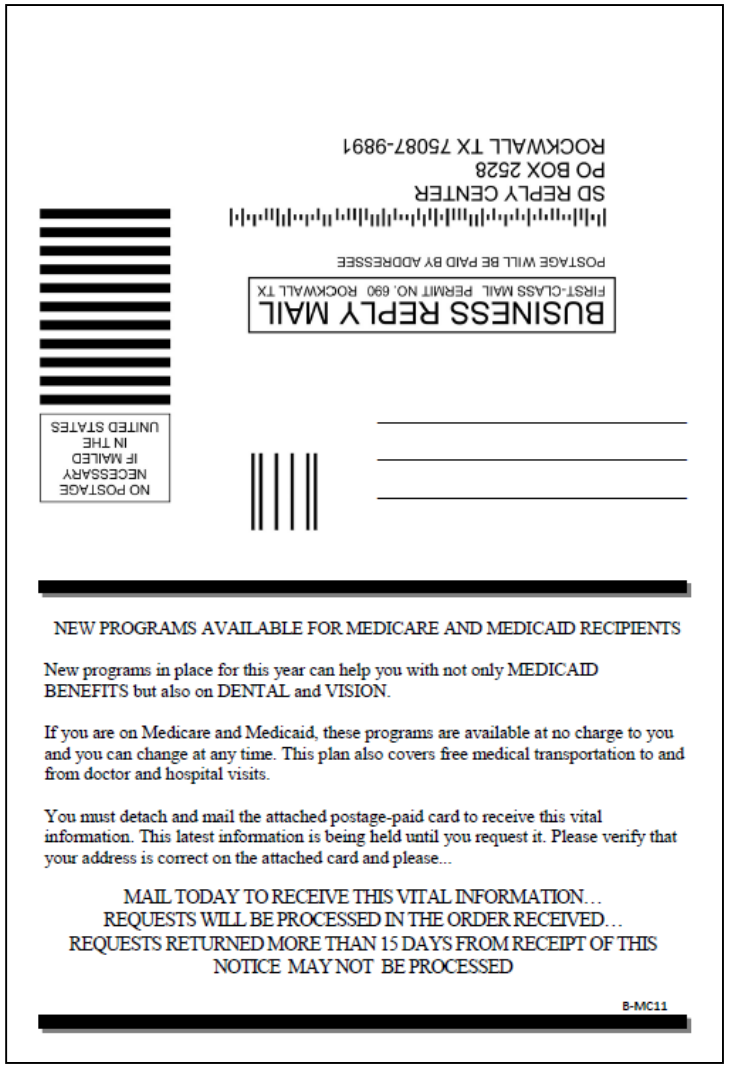

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NEW PROGRAMS AVAILABLE FOR MEDICARE AND MEDICAID RECIPIENTS

New programs in place for this year can help you with not only MEDICAID BENEFITS but also on DENTAL and VISION.

If you are on Medicare and Medicaid, these programs are available at no charge to you and you can change at any time. This plan also covers free medical transportation to and from doctor and hospital visits.

You must detach and mail the attached postage-paid card to receive this vital information. This latest information is being held until you request it. Please verify that your address is correct on the attached card and please...

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B-MC11

TARGETLEADS

Final Expense Mailer B-FB3

Averages 1%-1.5% response rate nationally!!

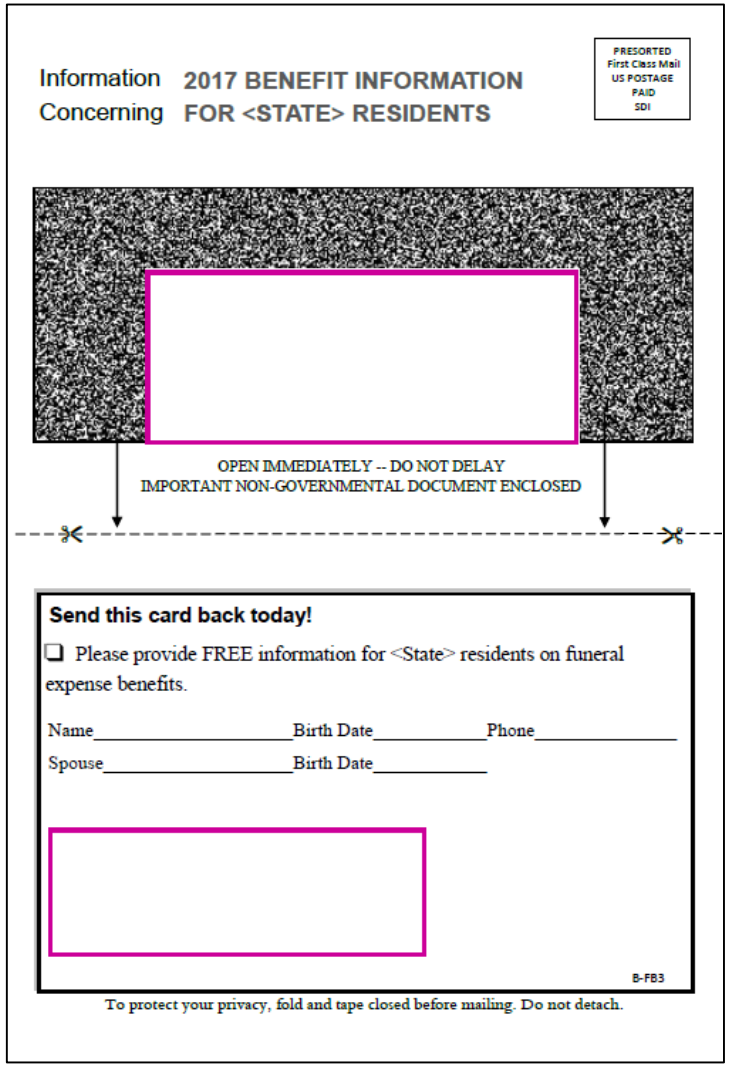
Recommended Selections:

Ages: 50-75
Est. Income: Below $50K

Cost:

$455 per 1000 names mailed

Available in white, pink or blue cardstock


Information Concerning 2017 BENEFIT INFORMATION FOR <STATE> RESIDENTS

PRESORTED First Class Mail US POSTAGE PAID SDI

OPEN IMMEDIATELY -- DO NOT DELAY
IMPORTANT NON-GOVERNMENTAL DOCUMENT ENCLOSED

Send this card back today!

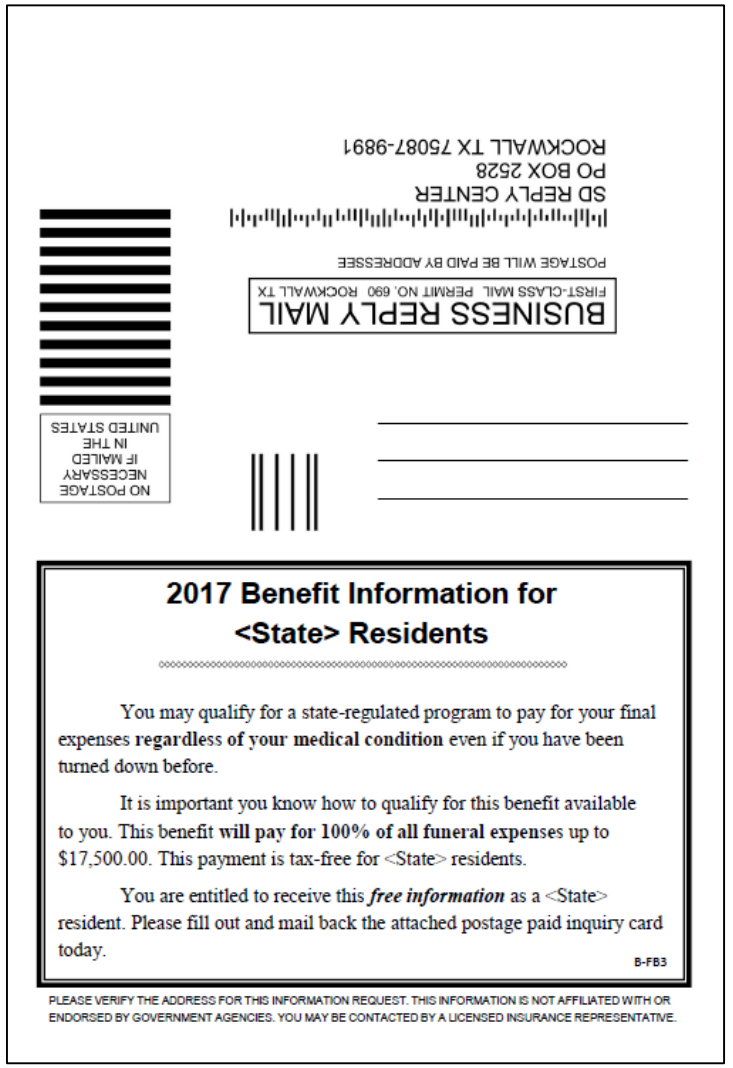
❑ Please provide FREE information for <State> residents on funeral expense benefits.

Name_____Birth Date_____Phone_____

Spouse_____Birth Date_____

B-FB3

To protect your privacy, fold and tape closed before mailing. Do not detach.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2017 Benefit Information for <State> Residents

You may qualify for a state-regulated program to pay for your final expenses **regardless of your medical condition** even if you have been turned down before.

It is important you know how to qualify for this benefit available to you. This benefit **will pay for 100% of all funeral expenses** up to $17,500.00. This payment is tax-free for <State> residents.

You are entitled to receive this ***free information*** as a <State> resident. Please fill out and mail back the attached postage paid inquiry card today.

B-FB3

PLEASE VERIFY THE ADDRESS FOR THIS INFORMATION REQUEST. THIS INFORMATION IS NOT AFFILIATED WITH OR ENDORSED BY GOVERNMENT AGENCIES. YOU MAY BE CONTACTED BY A LICENSED INSURANCE REPRESENTATIVE.

TARGETLEADS

Long Term Care Mailer: M-3in4B

Average response rates 1%-1.5% nationally.

Recommended selections:

Ages 50-65/ Est. Income $75K+
Single family dwellings and condos
100% phones regardless of the DNC
*DNC waiver required.

Description:

Mini Letter and #9 reply envelope mails in a #10 window envelope.

Cost:

$570 per 1000* names mailed
(*includes phone numbers)

$40 per 1000 to mail a booklet to each responder

Introducing the
State
State Partnership for Long Term Care
Important information is now available.

The State of State has created a program to help residents protect their assets from the high cost of Long Term Care.

This program helps protect your assets from the cost of needed care either at home, in an assisted living facility, or in a nursing home while helping you preserve your dignity and independence.

<First Name> <Last Name> <Mailer>
<Address>
<City>, <State> < Zipcode>

Request information about the State State Partnership and receive your FREE comprehensive guide, "The Essentials of Long Term Care Planning," - LTC Costs, Care and Planning, published by the non-profit 3in4 Association, to help educate Americans on the need for long term care planning.

Sample - Copyright 3in4 Need More

Request your FREE copy of "The Essentials for Long Term Care Planning" today!

3 Easy Ways to request your FREE Copy!
1. Online - www.3in4info.org - Use Code AC-123-1234
2. Using your smart phone, simply scan the barcode
3. Or complete and return this request form.

Name _____
Date of birth: You ____/____/____
Spouse ____/____/____
Phone number (____) ____ - _____
E-Mail address _____

The 3in4 Association is a non-profit organization which supports educating Americans on products that facilitate long term care planning. Through the National 3in4 Need More awareness campaign, Americans are learning that now is the time to prepare to protect their own assets and dignity of life.

No cost or obligation. The non-profit 3in4 Association does not underwrite or sell insurance. An insurance agent who supports the 3in4 information campaign will contact you regarding this solicitation for insurance. Not affiliated with any government agency.

<Key3>

TARGETLEADS

Best Direct Mail Marketing Advice:

- Mail every month
- Drop by when possible, call if necessary
- A lead is an opportunity to get to know a consumer's insurance/financial needs (You may go in with a Medicare response card and come out with a LTC sale.)
- Revisit your non-contacted lead cards – don't give up take advantage of your personal "B" leads.

What Else Can TARGETLEADS Offer?

- Telemarketing Lists
- Other Lead Options: Annuity, Dental, and more!
- Print and Mail Your Custom Postcards
- CRM System to Manager Your Leads
- TargetLeads Academy

Mention You Are With GoldenCareUSA To Get the discounted rates mentioned today!

TARGETLEADS

Special Offer for GoldenCareUSA Webinar Attendees

Mention this webinar and receive a Free duplicate list with mo/yr of birth when you order a direct mail program.

Offer ends June 4th

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