

CASE STUDY

Background

Tennessee-based Lofton Wells Insurance has served customers across the South as a Nationwide agency for more than three decades. Fully independent and serving 2,800 insurance clients, Lofton Wells decided to commit to upgrading the agency's marketing in 2019. At that time, Lofton Wells had a website that wasn't quite meeting the needs of the agency, and sought the services of a Nationwide Preferred Vendor after learning that the agency could access Nationwide co-op funds to cover select Agency Revolution costs.



Challenges

Lofton Wells had a website that didn't meet the needs of the agency nor its clients, and wanted something easy to update with more resources. The team also wanted marketing tools to attract and convert leads, plus fresh, relevant content and the ability to track their marketing outcomes.

They chose Attract™ because in addition to a modern website that doubles as a marketing hub, the package came with email and social media tools and an ever-growing insurance content library. The team also opted to enroll in the Elevate™ program, which pairs them with a marketing coach who collaborates to design winning campaigns and build custom content that meets the needs of their growing agency.



“It's great having Agency Revolution as we transition from being Nationwide exclusive to independent. With the company's tools and the support from our Elevate™ Marketing Coach, the change hasn't been overwhelming.”



Pamela Lofton Wells
Owner, Lofton Wells Insurance

How Agency Revolution Works for Lofton Wells Insurance

Today, simply by regularly posting to social media, Lofton Wells Insurance is creating brand awareness for the agency and driving new leads to a content-rich website featuring valuable resources. Since using Agency Revolution's tools, Lofton Wells has:



Implemented **Google Analytics and Facebook Pixel** to better track goals and understand the agency's audience



Improved **search engine rankings for local searches** by creating regional content and web pages



Improved client relationships and **boosted their NPS® score to 74**



Launched custom "Two-door" and "Two-door call" campaigns **using email and Facebook to drive phone traffic**



Learned to independently **update agency website and manage email and social activity** in one intuitive digital marketing hub



Helped affected clients with **storm warning alerts** including contacts and claims process information



Implemented a successful automated campaign to **drive leads to flood insurance policies**

Results

With the guidance of a marketing coach, Lofton Wells Insurance grew its online presence and boosted leads with a well-optimized website, a focused social media strategy, and automated email campaigns.

"Our website, email, social media, and content is so professional and our marketing is more automated. Managing it all in a single hub keeps us from feeling scattered and overwhelmed, improves our agency performance, and enhances our reputation in the community," said Charles Bettendorf, Marketing Associate at Lofton Wells Insurance.

Sophisticated marketing, improved communications, and more effective lead-generation efforts helped tremendously during the transition from a captive to an independent agency. **"I've talked with other agents who are overwhelmed by this transition. I tell them to do what I did: 'Contact Agency Revolution. They will help you and teach you, and you will see a difference in your agency,'"** said Lofton Wells Insurance Owner Pamela Lofton Wells.

Agency Revolution has helped Lofton Wells Insurance to:

- ✓ Increase Facebook "likes" by 175% in 4 months
- ✓ Boost the agency NPS® rating to 74
- ✓ Rank on the first page in local search results for the term "insurance"
- ✓ Increase phone traffic driven by well-designed Facebook campaigns