

❑ Infinite Ideas – Full-Funnel Insurance Sales Engine Across the U.S.

Client: Infinite Ideas (USA)

Industry: Insurance (Final Expense, Auto, Life, Health, Warranty)

Engagement Type: End-to-End Sales Enablement & Lead Generation

Scope: Cold Calls, Warm Transfers, Opt-in Funnel Building, Digital Marketing

Duration: 2 Years

Markets Served: United States (Nationwide)

❑ The Challenge

The U.S. insurance market is **cutthroat and compliance-heavy**, especially in **final expense** — where trust is everything, and attention spans are shrinking.

Infinite Ideas needed an agile partner that could not just **generate leads**, but **close policy sales** across verticals including:

- Final Expense (for Aetna, Liberty Mutual, Mutual of Omaha, Royal Neighbors)
- Auto Insurance
- Health & Life Insurance
- Home Warranty Plans

Their challenge wasn't just marketing — it was **conversion from scratch**, often without prior brand recognition.

They required a **done-for-you sales engine**:

- Generate opt-in leads through compliant channels
- Build trust and emotional urgency in under 3 minutes
- **Sell the policy on call**
- Deliver results at scale across multiple carriers and products

❑ Our Strategy: Cold-to-Close Conversion Ecosystem

We engineered a **multi-layered insurance sales funnel** built for velocity, trust-building, and repeat scalability — blending **digital lead generation** with **human-driven closings**.

✓1. Cold Call + Warm Transfer Sales Hubs

- Deployed **dedicated 25-agent sales floor**, trained in multiple product verticals and carrier offerings
- Agents followed **emotionally intelligent sales scripts**, focused on *empathy first, education second, urgency third*
- Calls were segmented by product type, age group, and region — increasing **first-call resolution** rate
- Integrated **real-time policy quoting tools** into the agent dashboard for seamless call-to-policy flow
- Warm transfers were routed to licensed closers for specific state-based regulations (especially in FE/Life)

✓2. Funnel Architecture & Lead Flow Engineering

We designed **omni-channel inbound lead funnels** with full compliance:

- Ran **opt-in Facebook & Google ad campaigns** targeting over-50 seniors with interest in funeral planning & insurance
- Directed to **custom-built landing pages** with education-led hooks: “How to leave a \$15,000 legacy for your family — starting at \$1/day”
- Collected qualified leads (with DOB, ZIP, budget range) and passed into **AI-driven lead scoring system**
- High-score leads went directly into **appointment calendar** or live transfer system

✓3. Multiline Insurance Campaign Management

Beyond Final Expense, we scaled additional insurance verticals through tailored funnels:

- **Auto Insurance:** ZIP-based ad targeting + comparison microsites, transferred hot leads to licensed brokers
- **Health & Life:** Built opt-in email lists and webinar campaigns explaining new plans (e.g. ACA eligibility changes)
- **Home Warranty:** Used property data scraping + direct cold calling to target homeowners in aging-property ZIPs
- Each funnel was tracked separately with **unique phone numbers, CRM pipelines, and reporting dashboards**

□ Results

- In just 24 months, Infinite Ideas scaled from a cold start to a national performance powerhouse:

- **2,000+ Final Expense policies sold** — complete cold-to-close journey
- 40–60 policy closings per week at peak campaign months
- Additional 4,000+ policies sold across Auto, Life, Health & Warranty products
- ↓ Reduced **cost per sale by 35%** compared to in-house efforts
- Call-to-sale conversion rate: **17–22%** (industry avg: 8–12%)
- Became preferred partner for **top national brokers** due to volume + quality
- Average lead-to-call speed: under 45 seconds

Client Testimonial (Generated)

“We’ve worked with dozens of sales vendors, but Hatch Maze is the only one that owned the entire pipeline —from clicks to closings. Their process, discipline, and empathy-driven sales flow helped us break through noise and hit serious numbers. Final expense was just the beginning.”

— Adam Davis, Co founder Infinite Ideas