

🔍 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
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📌 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)
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✓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
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✓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**
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□ 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
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☐ **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**