

"Sales leads generated online have increased to over 75,000 per year since. A 2500% increase in 5 years!"

A tremendous explosion of new financial products has severely tested the knowledge of most consumers, as well as the personnel at the institutions that offer these products.

Financial service companies might be wise to take a page out of the playbook of one of America's most respected companies, Large Insurance Company ("LICO"), which places an emphasis on financial education for its employees and customers. True to form, LICO made a strategic decision not to simply sell products online but instead offer product and company information, including a large financial education component.

"Our thought was to serve as an educational resource with the belief that if we provided the education, people would establish a bond with the company and look to our agents when it came time to buy," stated the vice president of the corporate Internet department at LICO. "The credibility of our Website and the credibility of our company are grounded in the quality of the content and services we provide."

### A SUCCESSFUL PARTNERSHIP

When "LICO" developed its award-winning Website, they initially created and published all of their own educational content organized around life events (i.e., marriage, career change, growing a family, etc.) financial goals (i.e., retirement, children's education, home ownership, etc.) and specific topics of interest (i.e., taxes, estate preservation, etc.) Eventually, the Website grew to contain well over 2000 pages of customer-friendly educational content.

However, as tax laws change and rules and regulations are amended, creating and maintaining accurate educational content became an overwhelming task for the company. Enter Financial Fitness Group ("FFG"), a leading source for accurate, up-to-date financial wellness content solutions.

The content FFG provided to LICO included interactive quiz questions, calculators and other popular features, which increased the interactivity and engagement by the end user of the company's Website.

"We like that the Financial Fitness Group offers FINRA-compliant material that matches the objective third-party and objective style we consider our hallmark," stated the company vice president of corporate Internet. "We believed our content and approach for objective and unbiased interactive material that engages people was a match from the very beginning," added Joe Saari, founder and chairman of Financial Fitness Group.

"We knew our interactive educational solutions would help the company continue to build consumer confidence and trust. We thought it was great that LICO wanted to provide their Website users with educational information and not just push products to hit sales goals. This is a trend that many companies are already starting to follow."

### SAVING TIME AND MONEY

By providing top-quality content, Financial Fitness Group was able to deliver a wealth of high-quality learning information on a variety of complex financial topics. This, in turn, saved LICO time and money.

For example, Financial Fitness Group submitted its FINRA-compliant estate planning, tax, and retirement planning content for review by LICO's compliance department. Normally with material written internally, this process can take several months before approval of final copy. Since Financial Fitness Group's material had already been reviewed by FINRA, the process was seamless for LICO.

Financial Fitness Group also worked with the company's digital department to mitigate any issues concerning hosting, format, platform, style, and code. "Our goal is to work as trusted partner to resolve these issues ahead of time, helping free up

“The quality of new leads from the online educational content is outstanding. Conversion to new customer solutions is up 14% and new transactions from online leads grew over 11,000 per year. ”

scarce internal IT resources for other projects,” mentioned Joe Saari.

**THE FINANCIAL RESULTS**

The collaborative online educational efforts with Financial Fitness Group have been a resounding success for the large insurance company. Over a 5YR period, the educational content and strategy led to an increase of over 2500% in sales leads and new transactions.

NEW SALES LEADS AND TRANSACTIONS RESULTING FROM “LICO” ONLINE FINANCIAL EDUCATION			
	Year 1	Year 5	% Growth
ESTIMATED NEW SALES LEADS	3,100	78,800	More than 2500%
ESTIMATED NEW TRANSACTIONS	447	11,353	

As the table above shows, the results of LICO’S commitment to financial education has been ground-breaking! Unique visitors increased by over 700,000 in 5 years, while the site generated more than 75,000 more new leads and nearly 11,000 more new transactions than 5 years prior. In addition, the educational components of the website are generating 3X the close rates and 3X the revenue from other lead sources. Finally, LICO has actually experienced a decrease in customer complaints while many financial service firms have seen their customer complaints substantially increase in the same period. LICO credits much of their success in

recent years to their commitment to customer education and customer service.

**EXTENSION OF SALES FORCE**

The digital experience is often the first step in the relationship-building process with clients for financial services companies. By using Financial Fitness Group’s financial educational content, LICO had the unique ability to educate their clients ahead of time so that when they were ready to meet with an agent, they were better prepared to have a meaningful discussion and, equally important, were much more aligned with the company. This entire concept is also reinforced by sales agents in the field.

“If people only understood what life insurance is and how it works, we wouldn’t have to sell it to them--they’d come knocking on our door,” said the company VP of corporate Internet. It is clear that spending the time and resources up front to educate customers does provide value to clients with the opportunity to support significant growth objectives. In addition, the company experienced a decrease in customer complaints.

“Qualified leads from the educational content on the website generate 3X the revenue and 3X the close rate of other sources”

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