

CASE STUDY

Mississippi Independent Insurance Agency

In May of 2015 we started internet marketing for an independent insurance agency after we rebuilt their website. At that time the agency had three agents. They were spending a total of \$6,000 a month on internet advertising. They were spending \$2000 a month each with Sunshine Media, AT & T, and HIBU. The total monthly spend with Dollar a Day Websites & Marketing on one digital display campaign with remarketing was \$300. With this small budget we targeted a ten miles radius. After reviewing the traffic report for the first 30 days of the campaign the customer determined Dollar a Day Websites & Marketing outperformed the other three marketing companies combined. They saw marked improvement in new sales. They doubled their budget the next month and decided they would not renew the contracts with the other companies.

By August 2015 they moved into a larger building with ten agents. Each quarter they increased their marketing spend with Dollar a Day Websites & Marketing. By the summer of 2019, they had offices in Biloxi, Gulfport, and Ocean Springs, each with ten agents. We targeted a ten-mile radius around each of their offices. The total monthly marketing spend with Dollar a Day Websites & Marketing was \$2000. We had a display campaign, a remarketing campaign (that tracked their website visitors), a search campaign and a YouTube video campaign. On average, 230,938 people a month saw their ads, 1775 people visited their website, and 288 visited their website more than once.

Since Dollar a Day Websites & Marketing has no contracts, our customers can control their rate of growth by controlling their marketing budget month by month.