

CASE STUDY



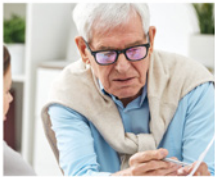
3 Things Celebrities Don't Tell You About Medicare Advantage

There are few things more annoying than a commercial interrupting your favorite television program. One commercial you're sure to see a lot of is Medicare advertisements starring celebrities who are [...]



What You Need to Know About Medicare Advantage Plans vs. Medicare Supplement Plans (Medigap)

There's a lot to consider when you're thinking about whether you should stay with your current employer coverage or move to Medicare. You might find yourself considering the differences between [...]



Beware of These Non-Compliant Medicare Agent Practices

Selecting a plan and enrolling in Medicare can be overwhelming. Thankfully, a Medicare agent, also known as a consultant, serves as a guide to help those who are Medicare-eligible find [...]



Avoid These 4 Common Mistakes When Leaving Your Group Plan

If you work in or have recently retired from the business world, you are likely enrolled in a group health plan. As Medicare eligibility approaches, it's important to start thinking [...]



When am I able to leave my employer's plan to go to Medicare?

If you are going to be turning 65 soon, you've likely started wondering when you will be able to apply for Medicare. Or maybe you delayed Medicare enrollment, but are [...]



How do Medicare and Social Security Work Together?

It is common to get Medicare and Social Security mixed up. After all, both Social Security and Medicare are federal government programs with a common goal - helping seniors. Social [...]

How an Insurance Agency Optimized Engagement with Blogs

CLIENT: A Medicare Agency Looking to Stand Out

Grace Agency is one of many Medicare agencies we work with here at The Marketing Squad. Working with so many insurance agencies has helped us understand just how competitive the industry is and that it is vital to market the right topics to the right people to stand out. Every day, independent brokers and agencies compete against carriers and national call centers equipped with unparalleled ad budgets.

So the question became: How can we find a way to connect with beneficiaries without spending a fortune on TV ads?

SOLUTION: Optimize a Unique and Relevant Content Strategy

Our solution to this question was to create unique blog content around specific topics that answer beneficiaries' questions and address their concerns. We wrote a package of 10 blogs that contained information not readily available on an introduction to Medicare website or resource. Each of these blogs was optimized for keywords and focused on relevant topics that interested parties would be researching.

CONTACT US

themarketingsquad.com
sales@themarketingsquad.com
502 618 4122

ADDRESS

13040 Eastgate Park Way
Suite 108
Louisville, KY 40223

RESULT

Increased Trust and Traffic from Online Audience

Grace Agency sees a steady stream of lead form fills – about 25 per month – from this and other marketing efforts. One of the most visited pages on their site is a blog addressing the misleading representation by celebrities about Medicare Advantage plans. This blog alone accounts for 28 percent of their website traffic.

While blogs are not the be-all-end-all solution to every marketing struggle, our work for Grace Agency shows the powerful effect it can have when properly optimized to keywords and relevant topics.

If your business needs a marketing push, whether it's a content strategy, website assistance, or other services, The Marketing Squad is here to partner with you. So let's talk!

01
25 Leads per month

02
Steady blog traffic

03
Improved SEO

CONTACT US

THEMARKETINGSQUAD

If you need help marketing your business then let's [schedule a conversation!](#)

Our mission is to help you tell your story and grow your business.