



National Association of Dental Plans' Annual Conference
SEPTEMBER 12-15, 2011
Marriott Marquis • Atlanta, Georgia

LESSONS FROM ONLINE SALES CHANNELS

PRESENTED BY: Avery Smith, Director of Business Development, DentalInsurance.com

DATE: September 13th, 2011

INTRODUCING DENTALINSURANCE.COM

ABOUT US

- Parent company Kelsey National Corporation, founded in 1964
- DentalInsurance.com launched Valentines Day 2001

PRODUCTS

- DHMO
- Indemnity
- PPO
- Discount Plan

PRODUCT DISTRIBUTION



PARTICIPATION IN HEALTH EXCHANGES



- ❑ Interested in private exchanges, employer/defined contribution exchanges, and state exchanges
- ❑ Will states combine dental and health or will each have separate exchanges?
- ❑ Adding functionality and content in preparation for January 1, 2014

QUESTIONS TO CONSIDER

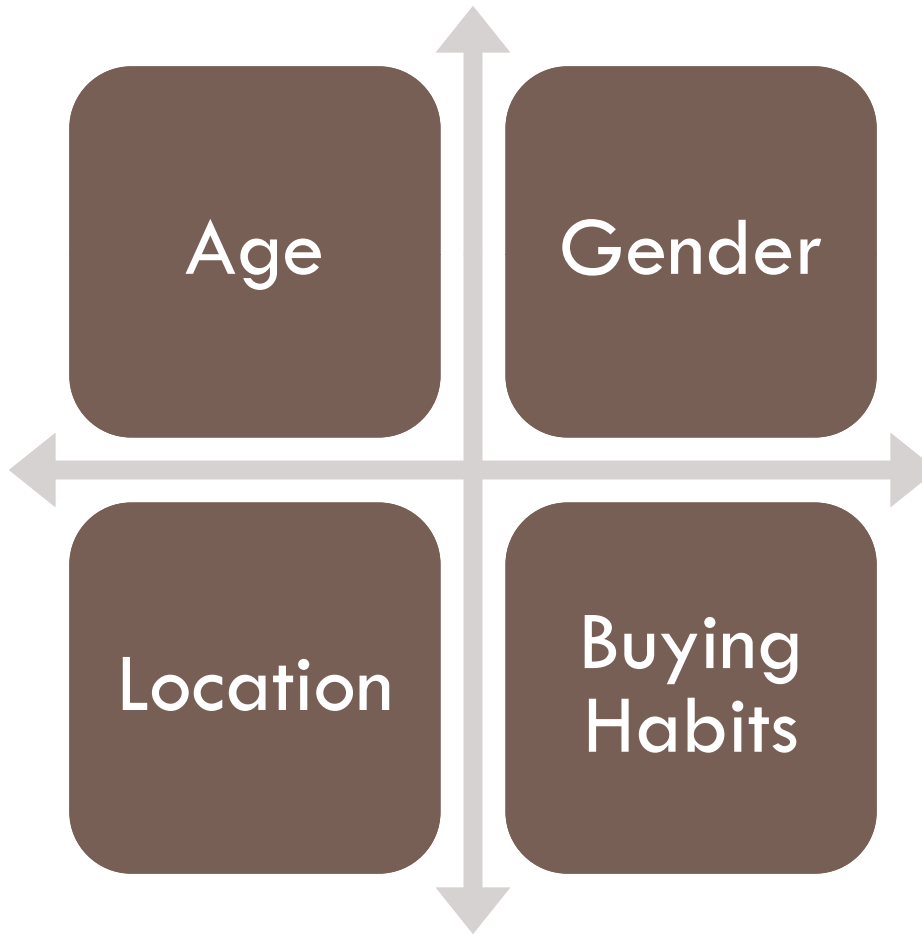


- Who do you want to come to your site?
- What do you want your site visitors to do once they come to your site?
- What is the sales funnel for your site?
- What constitutes a conversion for your brand?

QUALIFIED LEAD TRAFFIC

WHO DO WE
WANT TO
FIND OUR
SITE?

CONSIDER:

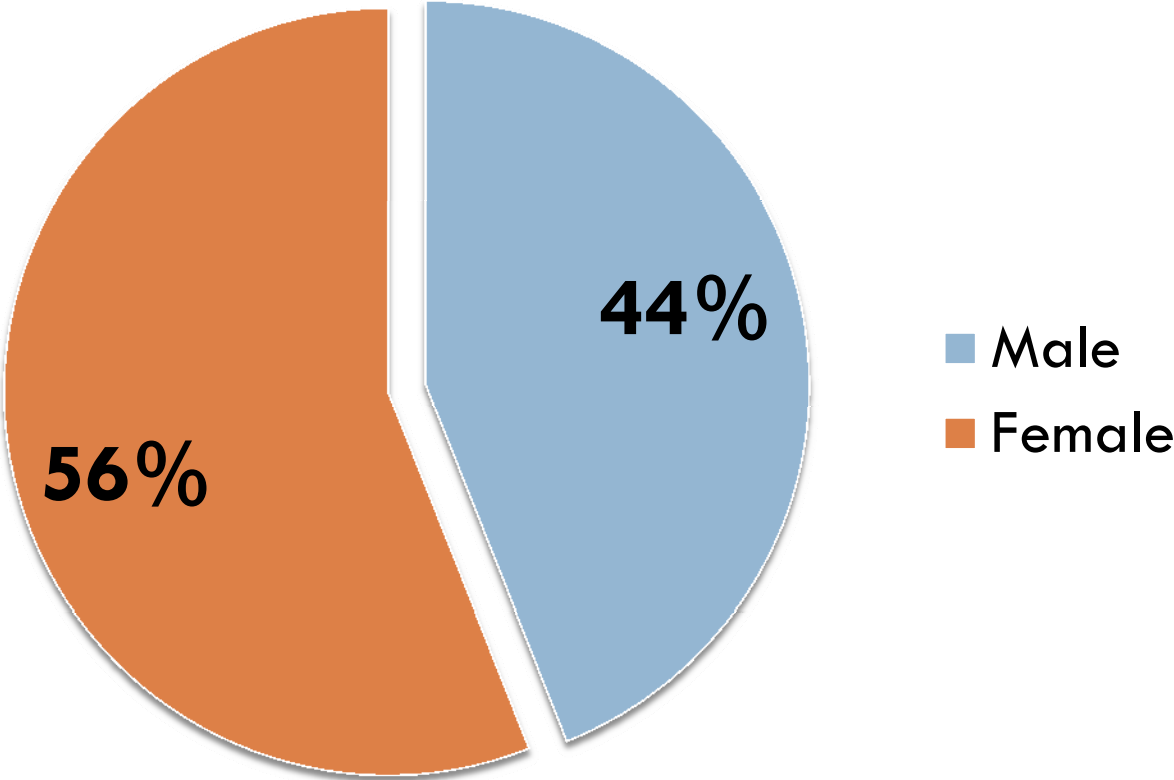


AGE OF OUR AVERAGE CUSTOMER

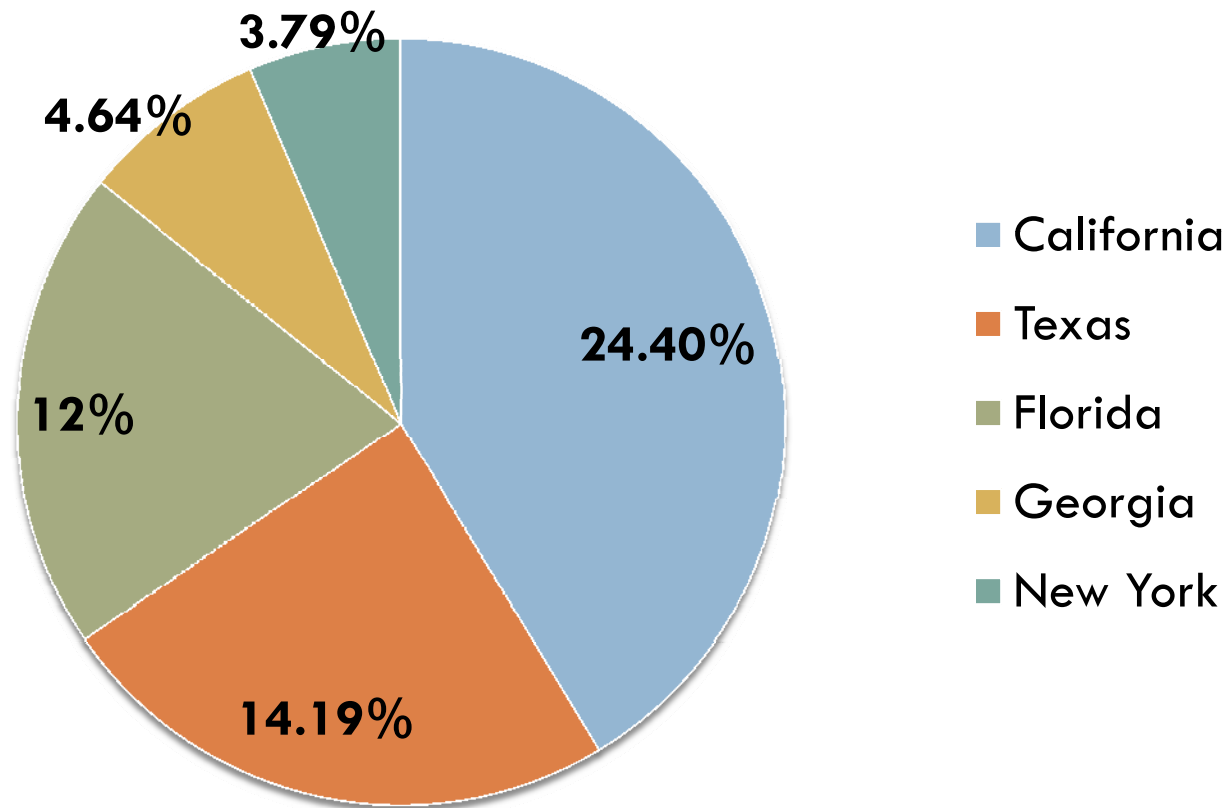


- Most common age of buyer is 25 years old
- 21-35 yr olds make up over 47% of the total customer base
- 23-29 year olds are over 27% of the customer base
- Sharp upticks at 18 and 21 then steady downturn after 30 in customers

GENDER OF OUR CUSTOMERS

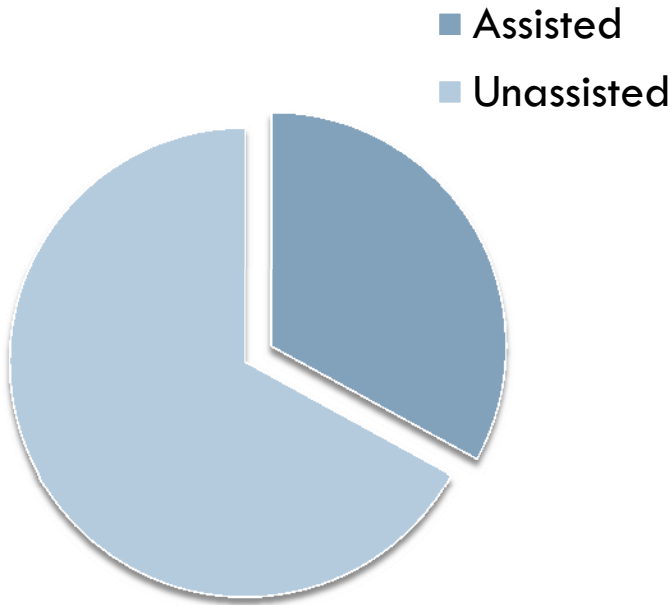


LOCATIONS OF OUR BUYERS

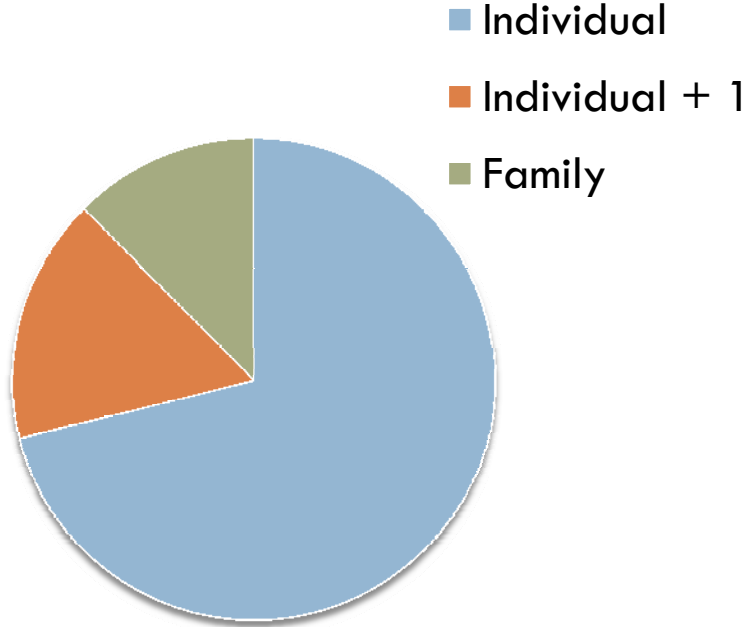


BUYING HABITS

ONLINE VS PHONE SALES



PLAN TYPES



SALES FUNNEL

BUY DENTAL INSURANCE

- Home Page
- Get a Quote
- Plan Summary
- Plan Info
- Application
- Thank You Page



CONVERSION OPTIMIZATION

- Streamlined Process
- No Excuse to Exit Site Without Converting
- Testimonials
- Site Credibility
- Online Sales Assistance
- Click to Chat
- Click to Call
- Lead Gen Form
- Mobile Device Accessible



MOBILE DEVICE OPTIMIZATION



- 13.36% of emails are opened by a mobile operating system or device.

- *Knotice (2011)*

- 8.74% of emails are opened on an iPhone, compared to 2% on an iPad, 1.9% on an Android, and 0.15% on a Blackberry.

- *Knotice (2011)*

OPTIMIZE LANDING PAGES TO BOOST CONVERSIONS





MEASURING CONVERSION

ALL ROADS BEGIN WITH ANALYTICS!

WEB ANALYTICS



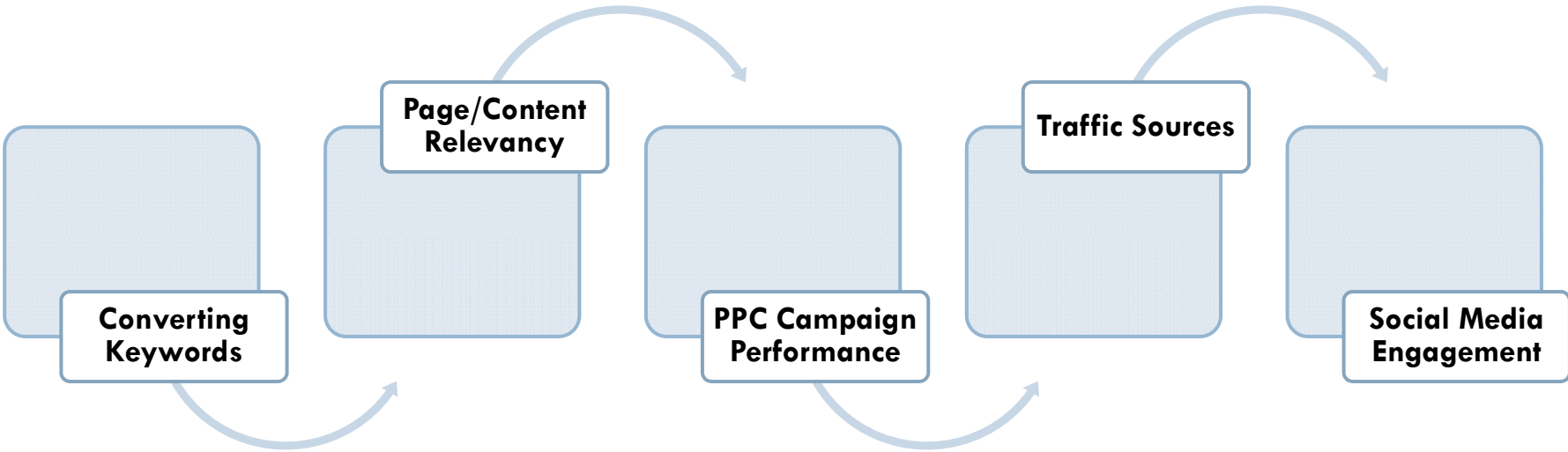
KEY TERMS

- ❑ Bounce Rate
- ❑ Unique Visitors
- ❑ Pageviews
- ❑ Landing Pages
- ❑ Keywords
- ❑ Goal Funnel

TOP CUSTOM REPORTS

- ❑ Unique Visitors by Page
- ❑ Conversion by Time of Day
- ❑ Top Converting Landing Pages

GOOGLE ANALYTICS | PRACTICAL APPLICATIONS

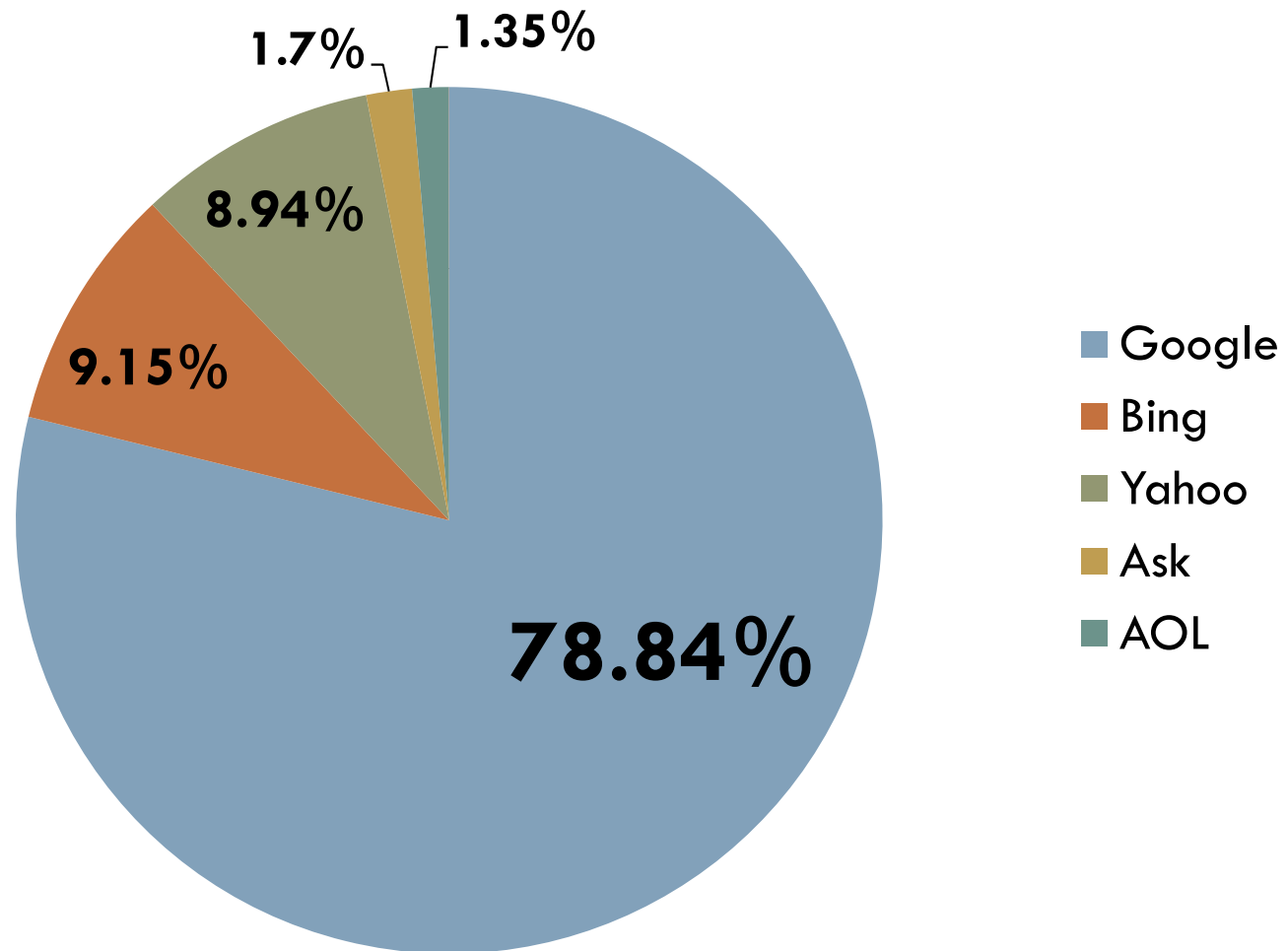


SEARCH ENGINE MARKETING (SEM)

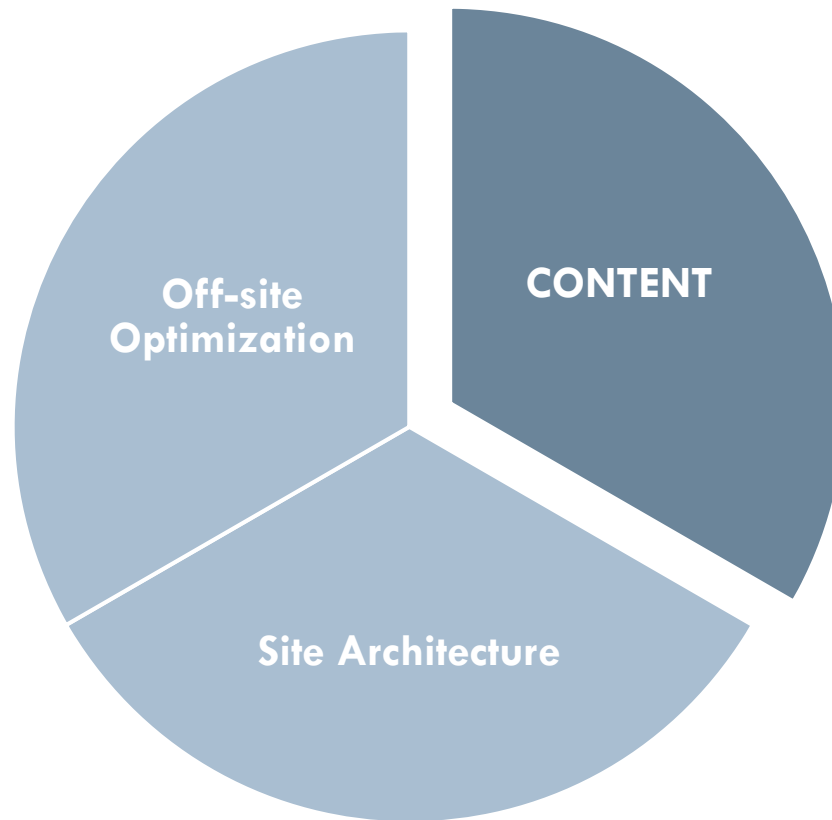
**ORGANIC
+
PAID
TRAFFIC
=
SERP
DOMINATION**



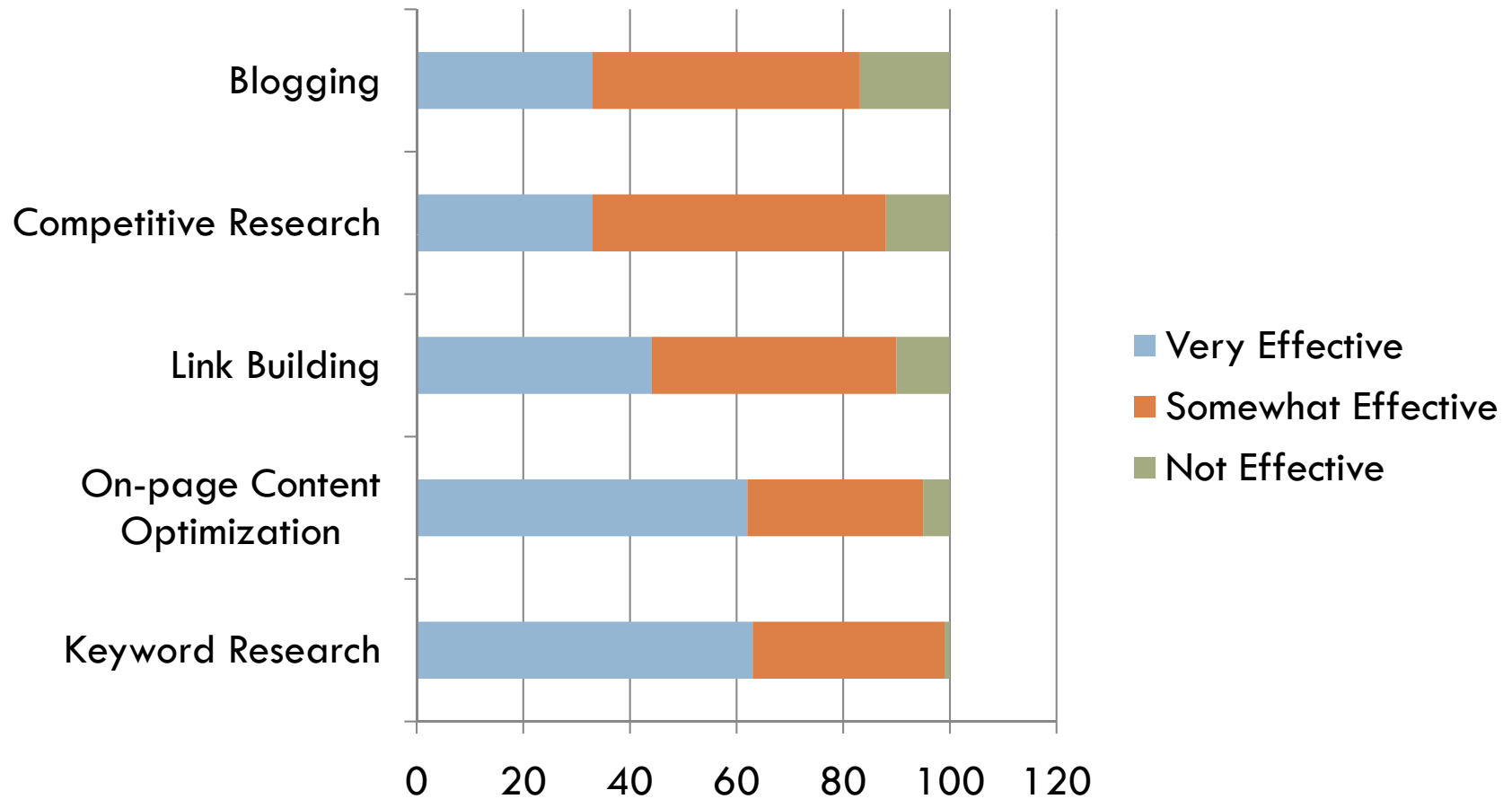
SEARCH ENGINE MARKET SHARE



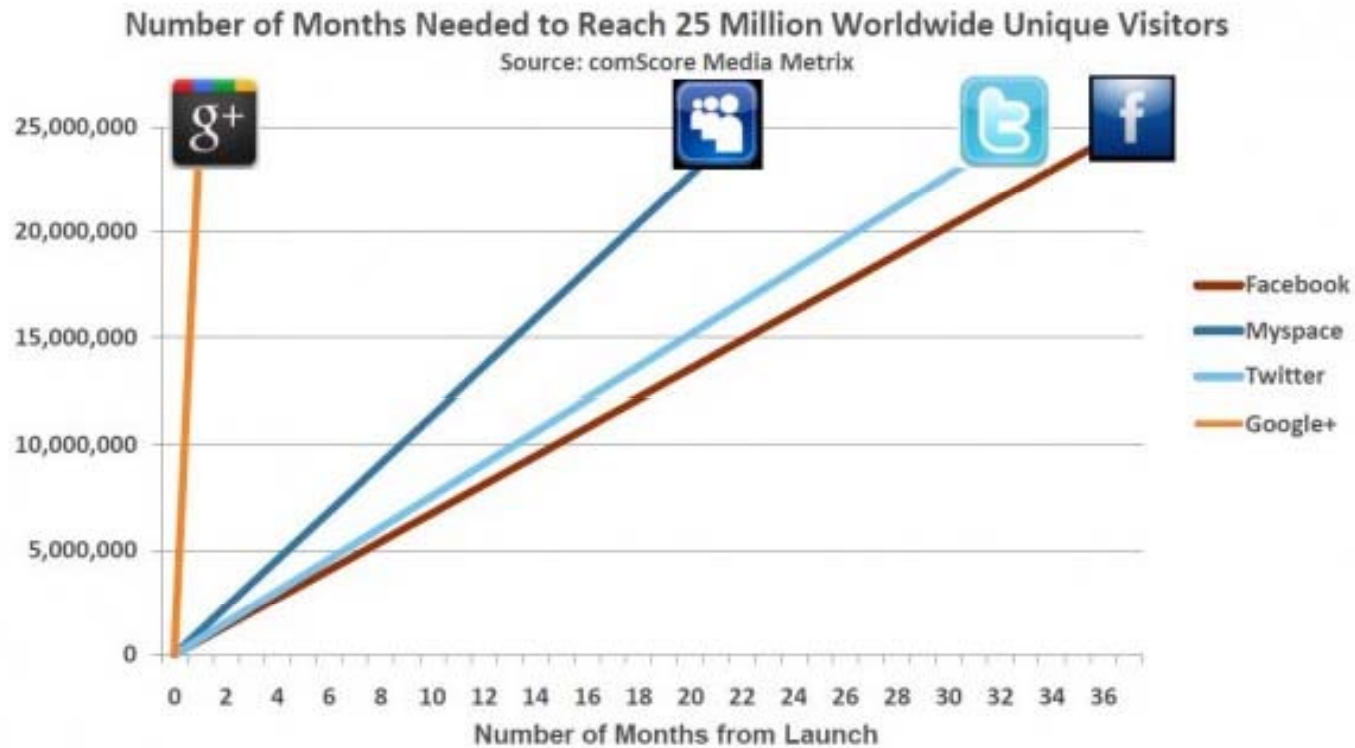
SEO (SEARCH ENGINE MARKETING)



SEO | HOW EFFECTIVE IS IT?



SOCIAL MEDIA DOMINATION



SOCIAL MEDIA MARKETING (SMM)

GOING SOCIAL!

- Facebook
- LinkedIn
- MySpace
- Twitter
- Google+

OPTIMIZING FOR SUCCESS

- Social Buttons
(e.g. Facebook's "Like" and "Share" functionalities)
- Social Media Site Badges
- Social Widgets
- Blog

SOCIAL MEDIA | FACEBOOK



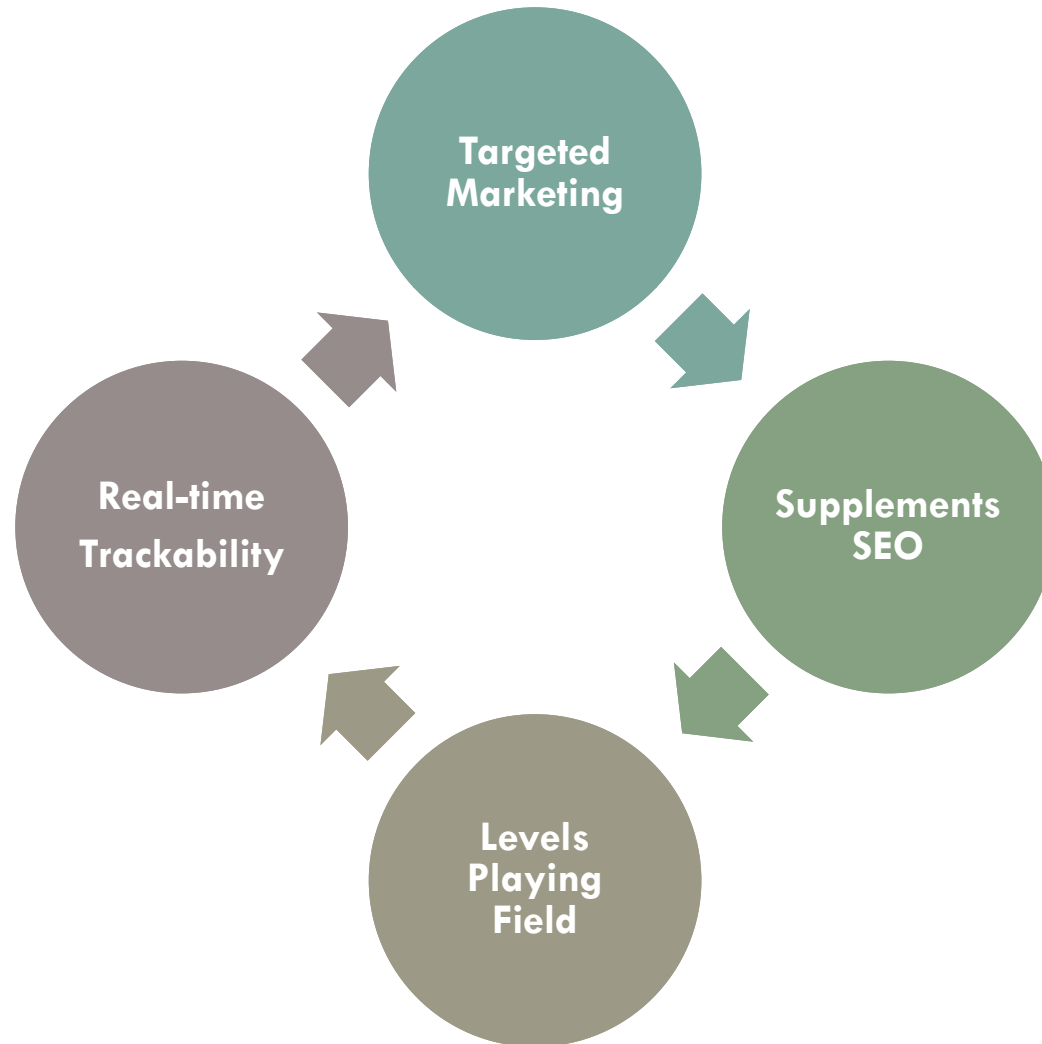
- Facebook surpassed Google in site traffic as of March 2010
- Within 4 months, Facebook became a substantial source of referral traffic for DentalInsurance.com

BRANDS & SOCIAL MEDIA

- 67% of surveyed brand managers say they conduct some type of social media advertising
- 18% plan to implement activities in the next year
- The rise of social advertising: Facebook Ads & Facebook Insights (Facebook Analytics)



PPC (PAY PER CLICK) | BENEFITS



PPC (PAY PER CLICK) | MAINTENANCE

ALWAYS BE TESTING!

- ❑ A/B Split Testing
- ❑ Google Website Optimizer
- ❑ Quality Score Audit
- ❑ Reporting

PPC REPORTING

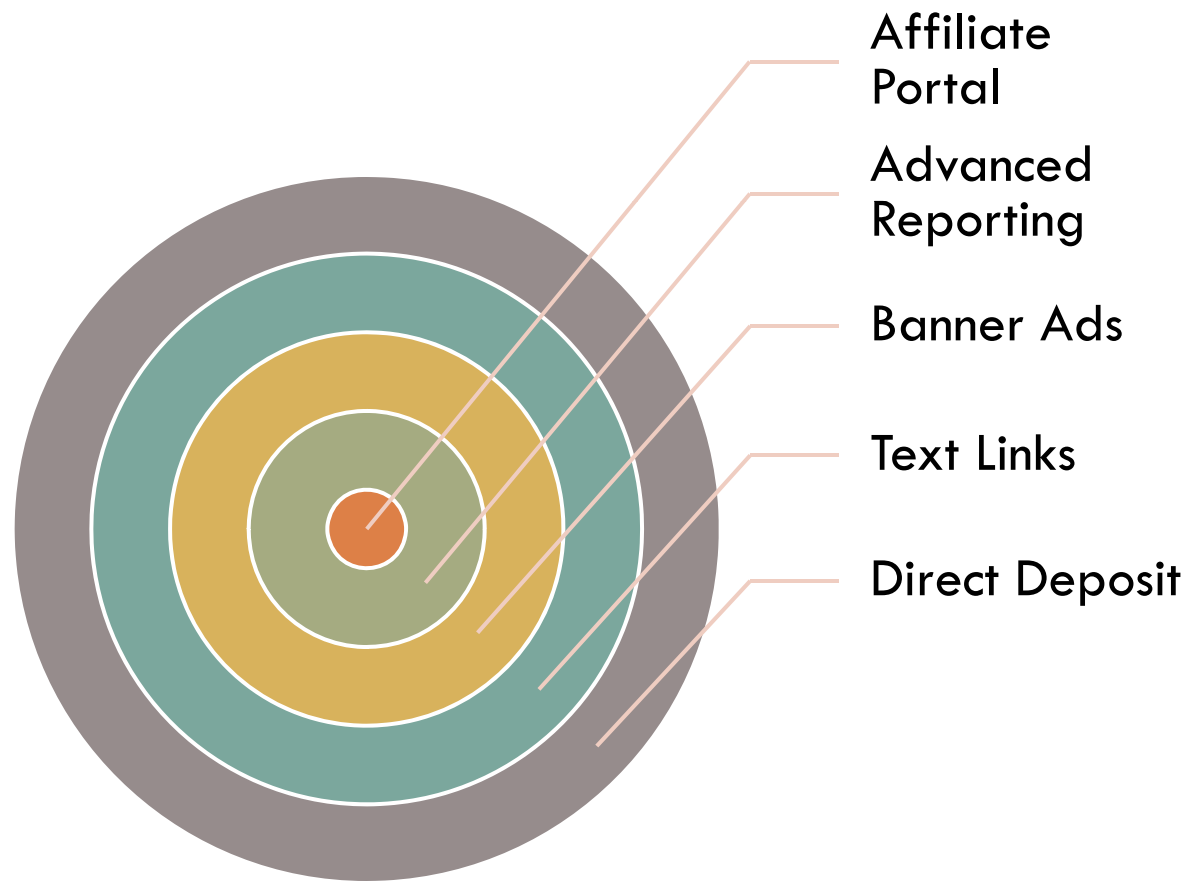
- ❑ Numbers Should Align with Goals
- ❑ A good PPC report should include a statement defining the campaign goals and achievements
- ❑ Numbers Should Point to Recommendations

PPC (PAY PER CLICK) | LESSONS



- ❑ In-House or Out-of-House?
- ❑ What Are the Best Paid Channels for Your Business Model?
- ❑ Optimize for Golden Triangle
- ❑ Bid on Converting Keywords Based on Budget
- ❑ Competitive Analysis – Who is Bidding on Your Brand?

AFFILIATE MARKETING | OFFERINGS



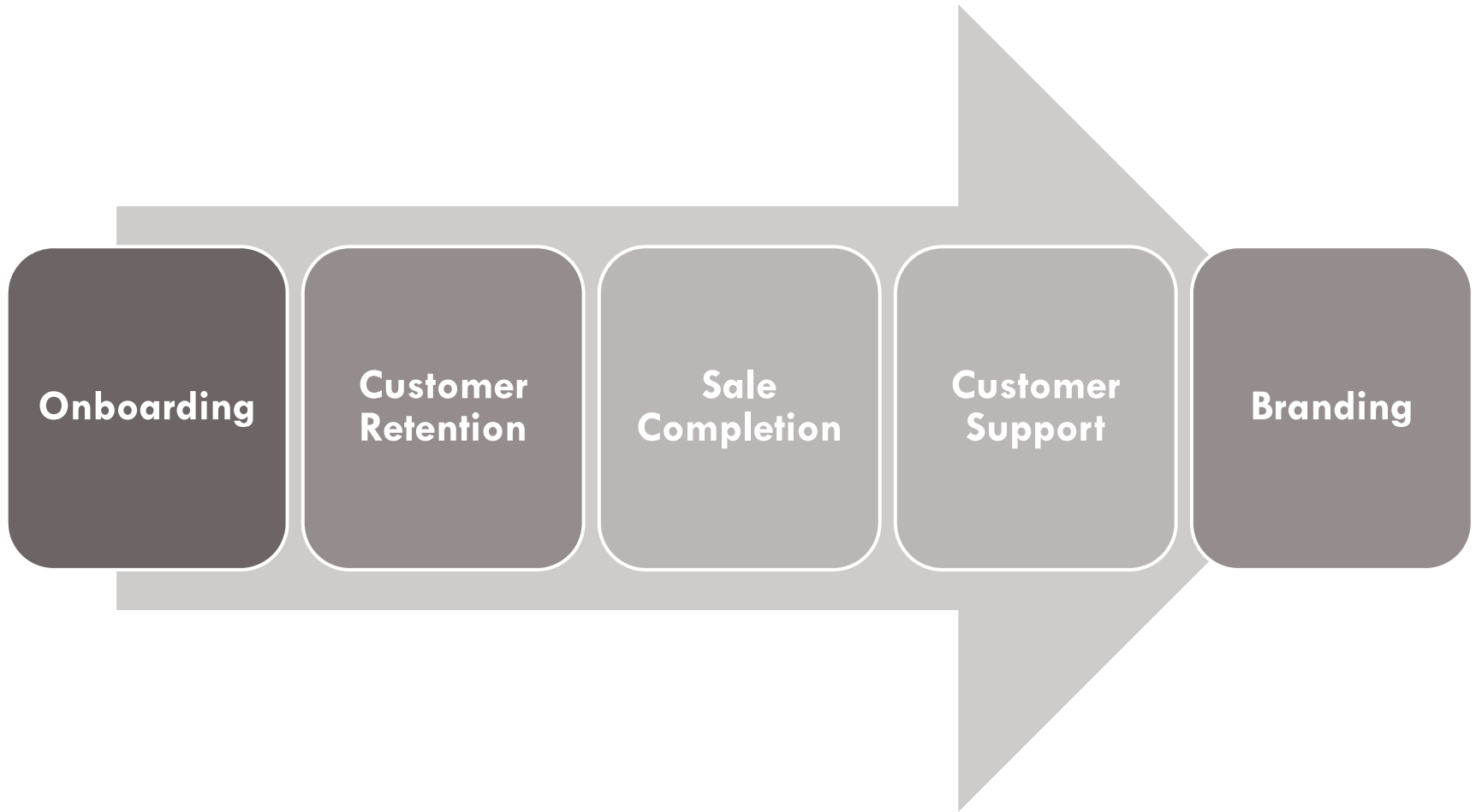
EMAIL MARKETING IN THE INSURANCE INDUSTRY



- 44% of respondents in a consumer survey said that email from financial services companies make them feel more loyal towards the companies and their products.

- *Epsilon* (Oct 2008)

EMAIL MARKETING | LESSONS



RULES FOR SUCCESS

1. Create an Internet marketing strategy.
2. Stick to it.



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