

# Silver Café Insurance LLC®

## SILVER CAFÉ INSURANCE LLC DIGITAL TRANSFORMATION

The timing could not be better for key digital strategic marketing partnerships. The message hasn't changed, only the method of delivery.

### **PROBLEM + SOLUTION = OPPORTUNITY**

Strategic partnerships enhance business opportunities for insurance and financial entities who are looking to expand their digital footprint that leverages emerging technologies, provides efficiencies of scale to reach and engage new customers online. Partnership strategies also focus on building customer loyalty, retaining customer relationships, and building new lines of revenue resulting from brand identity.

### **CONSUMER EXPERIENCE / EASY / FAST / ACCESSIBLE**

Strategic partnerships help produce and create new sales leads. Consumers source insurance products and services including home healthcare, durable medical equipment, telemedical services, legal services either online or from live streaming events and webinars. Through the combined efforts of online digital services, we are confident that businesses who execute new online marketing strategies, engage the digital transformation of the insurance/financial business platform, will see significant increases in customer satisfaction, brand loyalty, brand awareness, business operating efficiencies, and profit margins.

### **EDUCATIONAL VIDEOS / DISTRIBUTION NETWORKS / BROADCAST THE MESSAGE**

Create engaging relevant video content and benefits for the product you are offering at a convenient cost, presented effectively, and then utilize that content to connect with consumers – potentially millions of consumers – through one of the fastest growing media applications designed to reach, inform and educate the customer...branded online video platforms.

Increased video engagement by the target demographic have enabled customers/prospects to act on enrollment opportunities quickly. Online shoppers today digest data rapidly and take action when the best products and prices are identified. Video is the preferred content delivery format that has an economical front-end expense and a continued ROI long after the initial expense is incurred.

Consumers will now find videos on anything and everything online or live streaming TV ... consumers have the ability to view products quickly, take immediate action on offers and enrollments, or respond to other call-to-action opportunities...i.e., call center enrollments.

### **DIGITAL TRANSFORMATION / EMBRACE OR PERISH**

“Digital Transformation” is vastly improving the online or home enrollment experience, and at the same time we’re shortening the sales cycle for our customers through product video engagement. That's a powerful dynamic and one that delivers tremendous ROI results.

We have the opportunity and solution to serving consumers /prospects who are looking for informational videos on anything and everything from the comfort of their home. When you add seamless capabilities to shop simultaneously while streaming, you create conversions from views to sales in minutes. It's a wonderful win-win for both consumers and the companies who migrate to the digital realm. Digital Transformation will set a new paradigm in the way we will all shop for goods and services that we use daily. Make it easy for the customer to buy the products /services they use each day to enhance their lifestyle. Digital shopping, quoting and enrollment solutions to empower Seniors with every feature to find their best fit for a Medicare plan of their choice.

**“HELP THE CUSTOMER CREATE AN IDENTITY FOR THEMSELVES AND YOU CREATE A RELATIONSHIP WITH THE CUSTOMER FOR LIFE.”**

TIM SPECHT CSA

CERTIFIED SENIOR ADVISOR