

# Suggested Lead Sources

Existing Clients Lead Sources	
Source	Example
Campaign Data	i. Cross-selling ii. Up-selling
Orphans	i. New ii. Existing
Maturities	
Unpaid Premiums	
Annual Policy Anniversary	
Client's Birthday	
Example:	i. Change of Address ii. Change of Beneficiary iii. Change in Premium Frequency
Dormant or Unwanted Clients	

Prospect Lead Sources	
Source	Example
Internal Digital Strategy	i. Company Website ii. Social Media
Referral Generation	i. Staff ii. Clients
Project 100	
Group Seminar Selling	
Cross-Sell from Pension Funds	i. Employee Benefits
Comparison Sites	Example: i. Go Bear ii. iMoney
Partnerships with Business	i. General Insurers ii. Banks
Online Calculators	
Social Media Monitoring	Example: Hearsay Social
2nd Attempt	Try again in 3-6 months time

Find out more here: [Smart Lead Management](#)