

# AMERILIFE<sup>®</sup>

## NATIONAL KICKOFF CONFERENCE 2023



*For internal use only.*



# AMS & Alagent Updates

Cheryl Praytor

Director of Leads, Lead System Management & Support



# What's new in AMS?

- New categories in Monthly Newsletter to include:
  - Community Outreach Section
  - AmeriLife Mission Statement
  - New Year, New Career. A \$100 Amazon GC offer
  - Pet of the Month
- Opportunity ID (unique lead ID)
  - This will enable us to do one to one sales matching on all lead campaigns
  - Next week we will be testing the import of this new field
  - We are working with in-house reps to have new field added to EBTS/VUE
- DM Original Lead Card Bonus Launch 1/23/2023

# Working My Leads

- **Total Contacts in AMS/ALAGENT: 7,045,447**
  - Total Direct Mail Responders: 195,000
  - Total Seminar Responders: 198,000
  - Total T65s from 2018 through June 2023: 3,196,712
  - Total Prospecting Lists: 2,605,572
  - Misc (clients, referrals, Internet, etc) 850,163
- **Opportunity?**
  - 19% of the contacts in AMS have changed statuses/dispositions
  - Original Lead Card Responders

# Solutions By Text

Cheryl Praytor

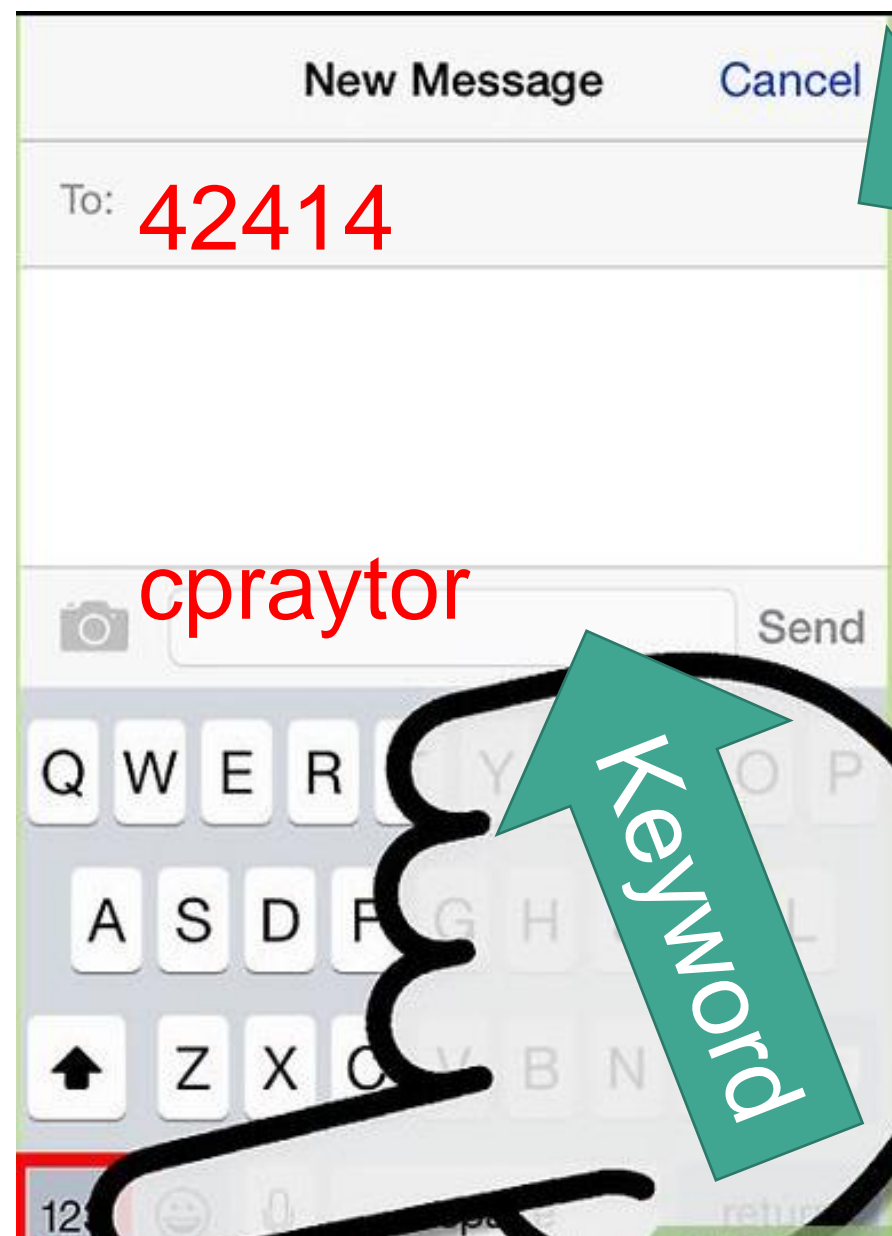
# What's new with Solutions By Text?

- Kirsten Young is now managing the Solutions By Text platform (KYoung@Amerilife.com)
- All agents now receive notifications when someone requests their Mobile Business Card
- All agents are welcome to join if they have completed AmeriLife University
- Early discussions have begun on Phase II
  - Creating keywords for specific campaigns, (i.e., seminars) and return messages to consumer when they use the designated keyword
  - Recruiting short code and keywords

# AmeriLife Mobile Business Card

- Consumer will text “keyword” to 42414

Text cpraytor to 42414



DESIGNATED SHORT CODE (42414)

- Easy to Share Mobile Business Cards
- Easy to Store Mobile Business Cards
- Promotes Brand
- Easy to update changes
- Continued exposure to our AmeriLife corporate website
- Gain opt-ins for Phase II



**AMERILIFE<sup>®</sup>**  
NATIONAL KICKOFF  
**CONFERENCE 2023**

light the Way