DESIGN **THUMBPRINT**

CASE STUDY

Trevor Randall Agency

Lead Generation + Market Consulting

Farmers Insurance · Commercial Trucking Insurance

10x+	25-40	$17K-$39K
RETURN ON INVESTMENT	QUALIFIED LEADS PER MONTH	ANNUAL PREMIUM PER LEAD

AT A GLANCE

CLIENT
Farmers Insurance Trevor Randall Agency

MARKET
Edmond, OK

INDUSTRY
Insurance, commercial trucking lines

SERVICES
Exclusive Real-Time Lead Generation, Market Consulting, Social Media Management

OBJECTIVE
Open a commercial trucking line of business by finding qualified New Venture carriers and making the rates competitive enough to win them

THE CHALLENGE

The Trevor Randall Agency is one of the top producing Farmers agencies in Oklahoma, and it had spotted an opportunity. Commercial vehicles carry far higher premium value than personal lines, which means a single trucking account can be worth many times a typical policy. The opportunity was real. Reaching it was the problem.

Two things stood in the way. The first was rates. New Venture trucking companies, the carriers still in their earliest years of operation, were getting quotes that could not compete with what their existing insurance partners were offering. No agent, however good, can sell a rate that loses.

The second was finding them at all. Traditional lead sources and network marketing are built to find people, not to find a particular kind of company. There is no networking event that reliably produces New Venture motor carriers, and the agency was fishing in the wrong water.

So this was never only a marketing problem. Fixing it meant fixing the product and the pipeline at the same time.

OUR APPROACH

01

Target the carrier, not the crowd

We built a lead generation strategy specifically for the agency, refining targeting down to specific individuals through social media platforms rather than broad audiences. Creative content was written and advertisements built around it, aimed at capturing the right people instead of the most people.

02

Exclusive leads, in real time

Every lead is captured through a lead form and sent to the agency in real time the moment it is submitted, exclusive to this agency alone. Nothing shared, nothing delayed. In a market where a carrier is shopping several quotes at once, being first with a competitive number is most of the job.

03

Fix the rate, not just the funnel

We obtained counsel from an insurance company in our portfolio to understand which outlets would actually underwrite New Venture quotes. Rates started coming back much more competitive with the same coverage options. Most agencies would have called that out of scope. It was the real blocker.

THE RESULTS

The program produces 25 to 40 qualified leads a month, and hundreds across the life of the engagement, at up to 10x ROI. Each lead carries $17,000 to $39,000 in average annual premium, which is why a line of business that started as an idea now supports a full-time staff member dedicated to working these leads alone.

The number that says the most is 75%. That is the share of lead volume arriving as direct phone-in leads, people calling the agency rather than forms someone has to chase. Commercial trucking has become a lucrative part of the business, and the partnership has held because both sides keep tuning it.

A New Line of Business
Commercial trucking went from an untested idea to a lucrative part of the agency, staffed full time by someone who works these leads and nothing else.

Leads That Call You
Three quarters of lead volume arrives as direct phone-in calls, so the team spends its hours quoting live prospects instead of chasing form fills.

Competitive Rates, Same Coverage
Outside insurance counsel opened up outlets willing to underwrite New Venture quotes, and a Deferred Down-Payment program helps young carriers stay in business longer.

> *“This program is working so well! It may even be a situation where we have to occasionally pause it so we can get caught up with our opportunities.”*
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> **TREVOR RANDALL · FARMERS INSURANCE**