



Say “Good-bye” to Missed Revenue

Maximize Your Reach and Earnings with IFC National Marketing

Missed Sales Opportunities

As an independent insurance agent, there are benefits to specializing. But being laser focused on one product type can cause you to miss out on sales opportunities and, ultimately, revenue. If you sell individual health and Medicare coverage, you likely find yourself strapped for the time and resources to market your business and generate leads, not to mention lacking the product expertise to maximize the potential of your existing client base. IFC National Marketing can help you clear these hurdles with ease so you can capture every sales opportunity.

I don't have time to market my business and meet with clients.

I'm not confident in selling anything other than health insurance.

How do I go about securing new leads?

I'm not a marketing expert!

Solutions and Support Spell Success

If you haven't considered partnering with an IMO (insurance marketing organization), or if you're not feeling the love or seeing the results from your current IMO, IFC can give you the focused support you need to jump levels in your business through:

- **Our personalized Concierge Service:** Receive expert guidance in product areas other than health and Medicare. We can teach you to fish or do all the work for you, and the client relationship remains with you.
- **Gold Experience:** Sign up for this omnichannel, done-for-you marketing program that gives you a road map and a library of turnkey content to expand your reach, attract new clients, and generate more leads. Receive up to 1,000 free Turning 65 leads with emails when you join the Gold Experience.
- **A full suite of insurance products**—from individual health and Medicare to life, long-term care, disability, hospital indemnity, critical illness, and annuities—along with the quoting tools and support you need to educate clients about their options.
- **Contracting and compliance support** so you can write the policies your clients need, along with continuing education to keep you at the top of your game.

Get free leads!

Enroll in the Gold Experience marketing program from IFC National Marketing and receive a one-time list of up to 1,000 Turning 65 leads with emails.*

[Get Enrolled >](#)

*Contracting with IFC and enrolling in the IFC Gold Experience is required.

What Agents Have to Say

Agents who contract with IFC can realize an additional \$150 per client per year in revenue for Medicare clients simply through cross selling. In addition, agents who participate in the IFC Gold Experience exceed industry averages for email marketing engagement, which can translate to additional revenue opportunities from new and existing clients. With IFC, you can attract new clients while keeping the fox out of the henhouse and retaining your existing book.

But don't just take it from us, here's what a few of our agents have to say about IFC National Marketing and the IFC Gold Experience.

"Sending automated birthday and turning-65 messages has become a simple way for me to stay connected with clients and prospects, without having to take time to create mailing lists and content. The responses I get show people appreciate being remembered, and the campaign often sparks new conversations about health coverage. I'm seeing more genuine engagement, more cross-selling opportunities, and a stronger sense of trust because my outreach feels personal and timely."

Mitch Anderson, Rochester Senior Solutions

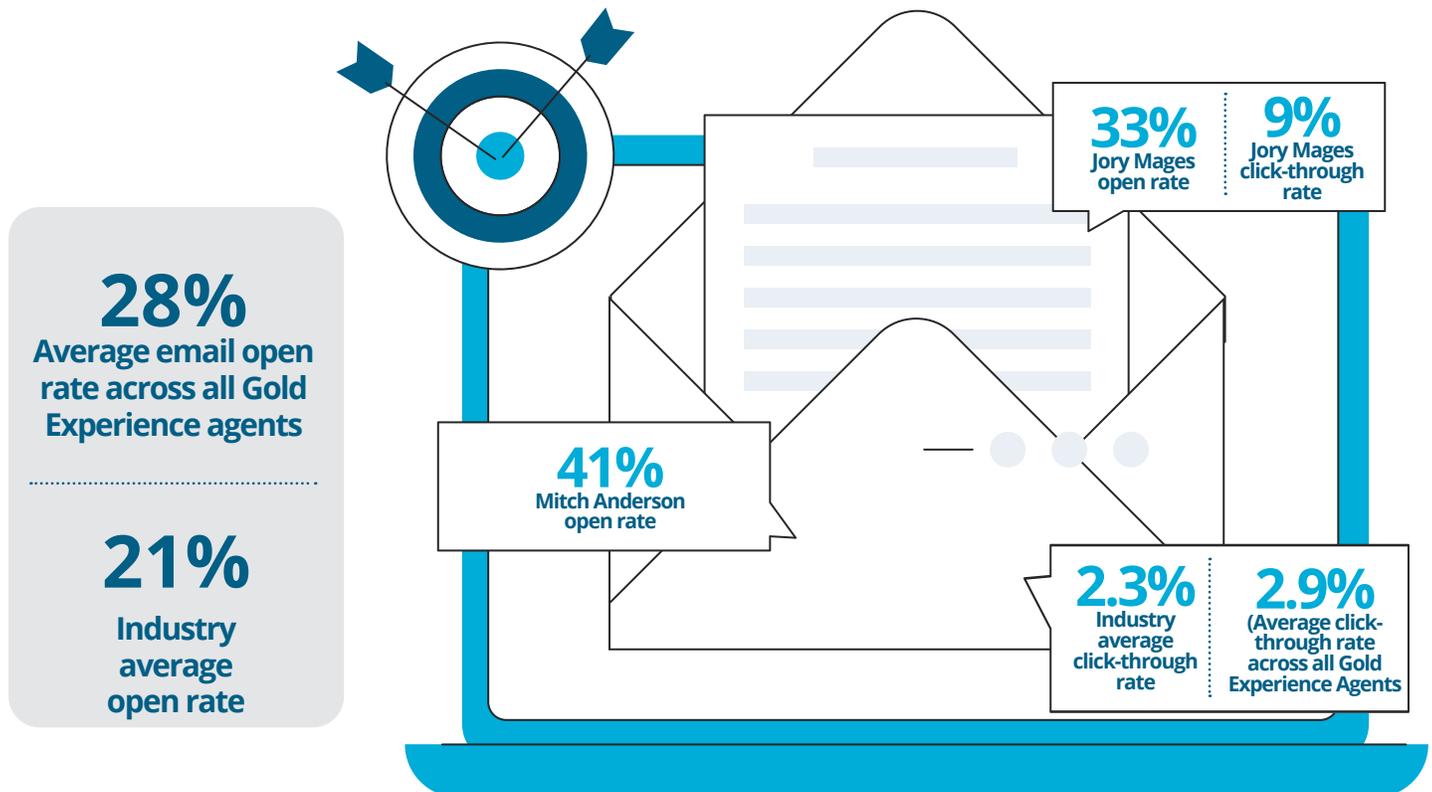
"The Gold Experience allows my agency to scale Medicare with professional, turnkey campaigns that run automatically, ensuring consistent branding, compliant outreach, and timely enrollment-focused messaging. It keeps us visible year-round, supports client education, and drives sustainable growth without adding operational burden."

Thomas Deike, MIG

"The reason I do business with IFC is because they are beyond capable. They're very knowledgeable and they bring more to the table than any FMO that I've worked with."

Jory Mages, Mages Insurance Agency

[Watch Jory's video testimonial](#)



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