UNITY GAIN
MARKETING

MARKETING REVIEW

INTEGRITY
HEALTH

Unity Gain Marketing – What We Did

Unity Gain took a message that felt scattered and hard to understand and cleaned it up. We organized the major pain points customers actually care about: rising prices, limited options, slow communication, claim headaches and rewrote everything so it spoke directly to the viewer in a clear, friendly way. Then we connected the ads, landing page, and quiz into one smooth path so people knew exactly what to do next. The whole message became easier to read, easier to trust, and easier to act on.

The Results

- People spent more time on the landing page because the message finally made sense

- Quiz completion rates doubled, jumping from under 10% to around 20%

- Leads were higher quality since customers understood what they were signing up for

- More people reached out on their own, reducing the need for constant follow-up

- The business started getting local recognition customers mentioned seeing the new message online

- Overall, the business saw a noticeable lift in trust, clarity, and incoming conversations

Integrity Health Coverage Advisors - Marketing Review

Goals: What you should be working towards:

- **Attract more qualified leads** with modern marketing and digital tools.
- **Win trust and loyalty** by educating and supporting clients beyond price.
- **Work smarter, not harder** with automation and better technology.

Customer Pain Points that you need to address.

- **Confusing policies** – Hard to understand coverage details, exclusions, and fine print.
- **Time-consuming process** – Comparing quotes, filling out forms, and dealing with paperwork takes too long.
- **Lack of transparency** – Clients worry about hidden fees, rate hikes, or surprise coverage gaps.
- **Price sensitivity** – Premiums feel too high or unpredictable at renewal.
- **Limited options** – Not sure if they're getting the best deal or if better coverage is available elsewhere.
- **Poor communication** – Hard to reach someone quickly when they have questions or need help.
- **Claims frustrations** – Fear that filing a claim will be stressful, slow, or denied.
- **Lack of trust** – Uncertainty about whether the broker/insurer truly has their best interest in mind.

Customer Pain Points video shorts/ads

1. Confusing policies
Insurance paperwork shouldn't feel like reading another language. We break down the fine print so you know exactly what's covered.

2. Time-consuming process
Tired of wasting hours comparing quotes and filling out forms? We make insurance simple, fast, and stress-free.

3. Lack of transparency
Ever feel like there are hidden fees or gaps in your coverage? We give you the full picture upfront so there are no surprises later.

4. Price sensitivity
Insurance premiums keep going up, but your coverage stays the same. We help you find affordable protection that actually fits your needs.

5. Limited options
Are you really getting the best deal, or just the only deal you were shown? We shop multiple carriers so you don't have to.

6. Poor communication
Sick of chasing down your agent when you need answers? We're here when you call, text, or email, no more waiting.

7. Claims frustrations
Filing a claim shouldn't feel like pulling teeth. We guide you through the process so you get paid faster and with less hassle.
8. Lack of trust
Too many brokers sell what's best for them, not for you. We put your needs first because insurance should give you peace of mind, not doubt.

Hooks using the Pain Points:

- **Confusing Policies** – "Does your insurance policy feel like it's written in another language?"
- **Time-Consuming Process** – "Why are you still wasting hours comparing insurance quotes?"
- **Lack of Transparency** – "Sick of surprise fees and coverage you didn't know you were missing?"
- **Price Sensitivity** – "Why do your premiums keep going up while your coverage stays the same?"
- **Limited Options** – "Think you're stuck with just one insurance option? Think again."
- **Poor Communication** – "Ever call your agent and never hear back?"
- **Claims Frustrations** – "Filing a claim shouldn't feel like pulling teeth."
- **Lack of Trust** – "Is your broker selling what's best for them—or what's best for you?"

These grab attention faster and make the pain *feel more urgent:*

1. **Confusing Policies**

- "What if the fine print in your policy leaves you uncovered when you need it most?"
- "Imagine finding out your insurance *doesn't* protect you—right after a disaster."

2. **Time-Consuming Process**

- "How many hours will you waste shopping for insurance… only to end up underinsured?"
- "While you're stuck comparing quotes, life's risks aren't waiting."

3. **Lack of Transparency**

- "Think you're covered? Hidden gaps in your policy could cost you everything."
- "What you don't know about your insurance *will* hurt you."

4. **Price Sensitivity**

- "Your premiums keep climbing—but will your policy actually pay when you need it?"
- "Cutting corners on insurance today could cost you your savings tomorrow."

5. **Limited Options**

- "Relying on just one insurance option is like putting all your money on one bet."
- "If you're not shopping around, you could be overpaying thousands."

6. **Poor Communication**

- "When disaster strikes, will your agent even pick up the phone?"
- "The worst time to find out your broker is unreachable... is during a crisis."

7. **Claims Frustrations**

- "Denied claims ruin lives every day—will yours be next?"
- "Imagine paying premiums for years, then getting nothing when it matters most."

8. **Lack of Trust**

- "How do you know your broker isn't just selling you what pays them more?"
- "Trust the wrong agent, and it could cost you your home, your business, your future."

Ad Anatomy (15s Short Video)

1. **Hook (0–3s):** Grab attention with a question, bold statement, or pain point.
2. **Problem (3–6s):** Call out the frustration the client feels.
3. **Solution (6–12s):** Show how you solve it, make it easy, or give peace of mind.
4. **CTA (12–15s):** Clear direction: call, click, or message.
5. The CTA leads to your website or landing page. This landing page should be a continuation of the short or ad. It needs to look and act the same as the content it came from so it makes sense with the customer and builds trust.
6. Test landing pages and different CTA's.
   a. Soft CTA's will work the best.
      i. Let's Chat
      ii. Get Started Today
      iii. How Can I Help

Landing Page Anatomy:

Hook → Agitate Pain → Reassure → Offer Small Step → Build Trust → Soft CTA.

Landing Page Wireframe: "Are You Really Protected?"

Hero Section (Above the Fold)

Headline (Fear Hook):

"Your Insurance Might Leave You Completely Exposed Do You Know?"

Sub headline (Empathy + Reassurance):

"Most people find out too late that their policy doesn't cover what matters. We make sure you're actually protected clearly, simply, and stress free."

Primary Soft CTA Button:

"Take the 2 Minute Coverage Confidence Quiz"

Secondary CTA (Optional Video):

"Watch How We Protect Families Like Yours"

Problem Section (Agitate the Pain)

Header:

"The Shocking Truth Most People Don't Know"

Bullet Points:

- Hidden gaps in your policy could cost you thousands.

- Premiums climb every year while your coverage stays the same or worse, shrinks.

- Claims denied when you need help most leaving you completely exposed.

Soft CTA:

"Download Your Free Insurance Checkup Guide →"

Solution Section (Relief / Credibility)

Header:

"How We Protect You Unlike Other Brokers"

3 Columns with Icons & Copy:

- **Clear & Simple:** We explain your policy in plain English no surprises.

- **True Protection:** Multiple carriers, real options, real coverage.

- **Always On Your Side:** Our focus is your peace of mind, not commissions.

CTA Button (soft):

"See If You're Overpaying No Pressure"

Social Proof Section (Trust Builders)

Header:

 "Families & Businesses Like Yours Trust Us"

- "They uncovered a coverage gap I didn't even know existed saved me thousands."

- "Finally, an agent I can actually reach when I need them."

- "Better coverage, better price, zero stress."

Visuals: Client headshots, happy families/business owners, carrier logos.

Education / FAQ Section

Header:

 "Answers to the Questions You've Been Afraid to Ask"

- *"How do I know if my policy has gaps?"*

    - We review it for free and show exactly what's missing.

- *"Do you only work with one carrier?"*

    - Never. We shop multiple carriers so you get the best options.

- *"What's the catch?"*

- There isn't one. Our goal is to give you confidence, not sell you something you don't need.

Mini CTA:
"Download the Free Coverage Guide →"

Final Soft CTA Section

Headline:
 "Ready for Peace of Mind Without the Stress?"

Sub headline:
"Take a small, easy first step today. We'll help you see exactly where you stand no pressure, no obligation."

CTA Buttons:
 "Schedule a Free Coverage Review"
 "Take the 2-Minute Quiz"

Reassurance Copy:
"Your information is safe. No spam. Just clarity and confidence."

Footer (Trust & Human Touch)

- Contact info and phone number

- Friendly team photo or headshot

- Quick tagline: *"Helping families and businesses sleep easier since 2008."*

Downloadable:

A way to easily generate leads is giving out your wisdom and expertise for **FREE.** In return you get their email and can remarket to them.

Quiz: "Is Your Insurance Actually Protecting You?"

Goal: Low commitment, curiosity-driven, builds trust, captures email.
Format: 5–7 quick questions, mostly yes/no or multiple choice. Give a **risk based result** at the end.

Questions Example

1. Do you know exactly what your current policy *doesn't* cover? (Yes/No)

2. Have you reviewed your insurance coverage in the past 12 months? (Yes/No)

3. Would you know what to do if you had to file a claim tomorrow? (Yes/No)

4. Are you confident that you're paying the lowest possible premium for adequate coverage? (Yes/No)

5. Do you have coverage for unexpected events like natural disasters, liability claims, or business interruption? (Yes/No)

6. If your broker suddenly disappeared, would you know where to get help? (Yes/No)

Result Framework

- **0–2 "Yes" answers:** *High Risk* – "Your coverage may leave you exposed. Let's review your policies and close the gaps before it's too late."

- **3–4 "Yes" answers:** *Medium Risk* – "You're partially covered, but there may be hidden gaps or overpriced premiums. A quick review can give you full confidence."
- **5–6 "Yes" answers:** *Low Risk* – "You're in good shape, but a professional checkup ensures you're not missing anything. Peace of mind is always worth it."

CTA at the end:

- "Get Your Free Personalized Coverage Review"
- Optional soft CTA: "Download Our Free Insurance Checkup Guide"

Here are some other ideas/options for a Downloadable:

1. **"2025 Insurance Rate Trends & What They Mean for You"**
   - Highlights average premium increases, emerging coverage gaps, and what to expect this year.
   - Why it's valuable: Shows urgency and positions you as an expert.
2. **"Top 10 Most Common Coverage Gaps People Don't Know About"**
   - Breaks down hidden exclusions in home, auto, and business insurance.
   - Why it's valuable: Helps people spot potential risks before they happen.
3. **"The Ultimate Insurance Shopping Checklist 2025"**
   - Step-by-step guide on what to ask, what to compare, and how to avoid costly mistakes.
   - Why it's valuable: Practical, actionable, makes them feel prepared.
4. **"Emerging Risks & How Insurance Is Changing"**
   - Covers natural disasters, cyber risks, liability changes, and new legal requirements.
   - Why it's valuable: Shows they need an updated policy now, not later.
5. **"How to Avoid Claim Denials: Insider Tips from Insurance Experts"**
   - Explains common mistakes people make when filing claims, with tips to ensure approval.
   - Why it's valuable: Addresses fear directly, builds trust, positions you as the guide.

All this info...Now what? Here is where you start.

Step 1: Define the Funnel Flow

1. **Video Ads (Fear + Stress Hooks)** → Short TikTok/IG/YouTube ads with scroll stopping openings (fear of gaps, denied claims, untrustworthy brokers).
2. **Landing Page (Soft Conversion)** → Focused page with clear hook, education, problem agitation, and *low-pressure CTAs* (quiz, guide, review).
3. **Quiz / Downloadables (Lead Capture)** → Fun, value-packed, non committal ways for prospects to engage and give contact info.

4. **Email Nurture (Trust-Building)** → Share guides, insights, and industry news before pushing for a call/coverage review.

5. **Final Conversion (Consultation / Coverage Review)** → Invite them into a no obligation call.

Step 2: Creative Assets to Build First

- **8 Ad Hooks (fear-driven)** → 15-second vertical videos with big text overlays.

- **Landing Page Wireframe** → Already mapped, now just needs design/build.

- **Quiz: "Is Your Insurance Actually Protecting You?"** → 5–7 quick questions, results page, email capture.

- **Downloadables (start with 2, expand to 5):**
    - "2025 Insurance Rate Trends & What They Mean for You"
    - "Top 10 Most Common Coverage Gaps People Don't Know About"

Step 3: Content Plan for Trust-Building

- Weekly **email drip** (after quiz/download):
    - Week 1: Quiz/guide result recap + quick tip.
    - Week 2: "Top 3 Mistakes People Make with Their Insurance."
    - Week 3: Mini case study/testimonial.
    - Week 4: Soft invite to free coverage review.

- Repurpose guides into **LinkedIn & social posts** to build Seth's authority.

Step 4: Ad Strategy

- **Platform:** TikTok, IG Reels, YouTube Shorts → vertical, short-form fear based ads.

- **Targeting:** Geo-target by Seth's licensed states, plus demographic filters (homeowners, small business owners, families).

- **Budget (starter):** Test $20–$30/day across 2–3 ad variations, measure CTR & quiz completions.

Step 5: Metrics to Track

- Ad metrics: CTR (target 1.5%+), cost per click.

- Landing page metrics: Conversion rate (quiz/download start, target 15–25%).

- Lead quality: % of quiz leads who schedule coverage reviews.

- Nurture performance: Email open/click rates (goal 30%+/4%+).

Step 6: Roadmap (First 60 Days)

Week 1–2:

- Build quiz + first downloadable.

- Design/build landing page.

- Script & record first 3 video ads.

Week 3–4:

- Launch ads → drive traffic to quiz page.

- Start collecting leads.

- Send first nurture email sequence.

Week 5–6:

- Expand downloadable (Rate Trends + Coverage Gaps).

- Add 2–3 more ad variations for testing.

- Refine emails with testimonials & soft review invites.

Step 7: Tone & Positioning

- **Fear first, trust second.** (Stop the scroll with "denied claims ruin lives," then reassure with "we'll walk you through it.")

- **Soft CTAs only at first.** ("Take the quiz," "download this," "see if you're overpaying.")

- **Human & approachable.** Seth isn't a faceless carrier he's the guide who helps them sleep easier.

👉 In short, your plan is:

1. **Stop the scroll** with pain point based hooks.

2. **Capture leads softly** with quizzes & guides.

3. **Build trust through education** (emails & downloads).

4. **Convert gently** with coverage reviews.

Video tone and color:

Consider de saturating your videos and using more cool tones for coloring.

Cool tones (like blues, grays, greens, and muted neutrals) are often associated with professionalism, stability, and trustworthiness. That's why you see so many businesses, especially in finance, healthcare, and tech lean toward these palettes. Blue, for example, is one of the most used corporate colors because it conveys reliability, competence, and calmness.
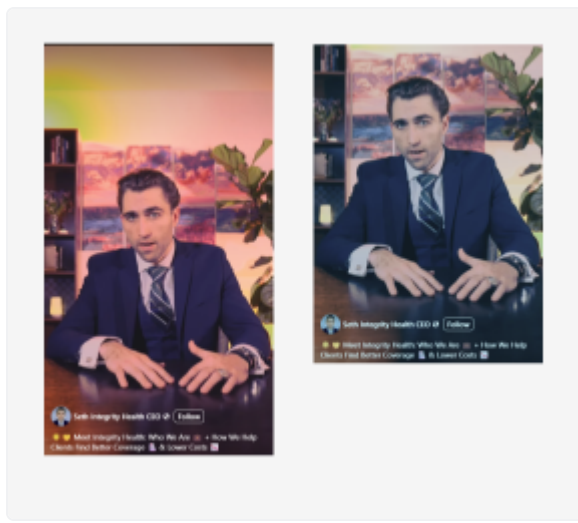
"YOU" are the star!

When creating a video, remember the star of the video is **"You."**

Instead of saying *clients, them, we, us,* or *their,* swap those words for **"you"** and **"your."**

This simple shift makes your message more personal, as if you're speaking directly to the viewer about *their* unique problem and showing how *you* are the solution.