



Capabilities Statement

INTRODUCTION & COMPANY OVERVIEW

Amped Marketing Agency commenced operations in 2015 based in Australia. Today, the company provides lead generation and digital marketing solutions for Insurance Brokers on a global scale using The Broker Attraction System.

Previous services were provided for other niche companies across Australia using the same techniques applied for Brokers.

Our services assist Brokers in transitioning from traditional methods of client acquisition and positioning in the client marketplace.

CORE COMPETENCIES

Our Broker Attraction System utilises automated solutions that are designed to attract insurance clients and drive them to make enquiry with a Broker.

This is achieved by using an integrated range of tactics that work simultaneously to achieve the desired outcome including:

1. Automated Lead Generation
2. Call Handling Techniques
3. Client Retention Strategy

STRATEGY



INBOUND LEAD GENERATION

Automated Online System,
Search Optimised

CALL HANDLING

Improved Conversion
Rates to New Business

CLIENT RETENTION

Customer Lifetime Value
and Increased Renewals

ORGANISATIONAL ACHIEVEMENTS

10% annual increase in new insurance clients and renewals.

\$4.5M in annual revenue via online bookings

MANAGEMENT PROFILES



Richard began his career in the insurance industry in 1989 working with IAG in Sydney, Australia. During this time, he held a number of roles across recruiting, product and call centre operations management.

Later in 2011, Richard completed a Bachelor of Business Maj. PR and Marketing and commenced a new career in these industries. He worked with some of Australia's top organisations, providing lead generation and digital marketing programs that delivered significant revenue and customer acquisition.

Today Richard manages the Amped Marketing Agency, now specialising in services for Insurance Brokers on a global scale.



CLIENT LIST

Avid insurance Brokers

Amalgamated Pest Control (Flick)

Signarama Northern Rivers (NSW)
in development now

Signarama Brisbane in
development now

Linux Group Australia

Enviroclean Oz

DESCRIPTION OF SERVICES

Automated Online Lead
Generation

Search Engine Optimisation

Local SEO Tactics

Call Handling

Retention

CONTACT DETAILS

Thank you for taking interest in our business.

We welcome your enquiries and look forward to providing professional solutions for your business.

Please contact us via:

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