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COMMONWEALTH FINANCIAL GROUP

Approach

In order to introduce itself to new brokers through a series of webinars earlier this year, Commonwealth Financial Group installed Helmsman Marketing's Star Engine automated marketing platform for small and midsize businesses. An initial run of 4,000 e-mails, 1,700 voicemail calls and 2,000 postcards were sent at a cost of \$3,500.

Results

So far, Commonwealth's ROI has been \$38,000 from the program. The firm is now putting the platform to work on its holiday greeting card and party invite campaigns.

-Nathan Golia