



LEAD GENERATION FOR INDEPENDENT AGENTS

Jump Suit Group Generates Leads For Independent Agencies Using Their Websites

ABOUT JUMP SUIT GROUP

Jump Suit Group is the nations leading lead generation and marketing provider for independent insurance agents.

Jump Suit Group offers hands-off website design, SEO, cross-selling, social media and content creation services with the goal of helping agents grow their book by generating new business online.

PARTNERSHIPS

Jump Suit Group is the official marketing Provider of



Agents Alliance



North American Insurance
Alliance



HEFFERNAN NETWORK
INSURANCE BROKERS

Heffernan Network



PIA Virginia & D.C.



American Society Of Appraisers



American Agents Alliance

OPPORTUNITY

Jump Suit Group helps insurance agents dominate Google search results in their state.

With the right agents, we produce great results. This has been proven across Maine, Massachusetts, Vermont, New Hampshire, California, & Texas.



Vermont Agent - Year-Over-Year Growth

- 5 Years with Jump Suit Group
- 3 Offices
- 22 Employees
- Website Program
- SEO Program
- Total Budget \$2,400/mo



Keywords:

- 98 keywords in the top 3 results
- 111 keywords on Google's first page
- 4 keywords on Google's second page

Keyword	Location	Monthly Volume	Rank
<input checked="" type="checkbox"/> Show Labels			
Liquor Liability Insurance Vermont	National	0-10	#1
Solar Farm Insurance Vermont	National	Data not available	#1
Commercial Umbrella Insurance Vermont	National	0-10	#1
Tractor Insurance Vermont	National	Data not available	#1
Hemp Crop Insurance Vermont	National	0-10	#1
Condo Insurance Vermont	National	0-10	#1
Solar Contractor Insurance Vermont	National	0-10	#1
Commercial Property Insurance Vermont	National	0-10	#1
Auto Body Shop Insurance Vermont	National	Data not available	#1
Garage Keepers Insurance Vermont	National	0-10	#1
Construction Insurance Vermont	National	0-10	#1
High Value Home Insurance Vermont	National	Data not available	#1



Vermont Agent - Before vs After Jump Suit Group

- 5 Years with Jump Suit Group
- 1 Office
- 12 Employees

- Website Program
- SEO Program
- Total Budget \$2,500/mo

Leads
72
Average Leads Per
Year Before Working
With Jump Suit Group

VS

Leads
211
Average Leads Per
Year Since Working
With Jump Suit Group

Keywords:

- 96 keywords in the top 3 results
- 104 keywords on Google's first page
- 15 keywords on Google's second page

Keyword 	Location 	Monthly Volume 	Rank 
 Show Labels			
Apartment Building Insurance Vermont	National	0-10	#1
Convenience Store Insurance Vermont	National	Data not available 	#1
Bakery Insurance Vermont	National	Data not available 	#1
Dump Truck Insurance Vermont	National	0-10	#1
Coffee Shop Insurance Vermont	National	0-10	#1
Gym Insurance Vermont	National	Data not available 	#1
Key Man Insurance Vermont	National	0-10	#1
ATV Insurance Vermont	National	0-10	#1
CBD Insurance Vermont	National	Data not available 	#1
Paramedic Malpractice Insurance Vermont	National	0-10	#1
Tow Truck Insurance Vermont	National	0-10	#1



Massachusetts Agent - Master Condo Program

- 5 Years with Jump Suit Group
- 4 Offices
- 29 Employees
- Website Program
- Facebook Ads
- SEO Program
- Total Budget = \$5,800/mo

2021

458

Total Leads
Generated

(38 per month)

2021

170

Master Condo
Leads Per Year

Close Rate

40%

On All Master
Condo Leads

New Customers

68

New Master
Condo Customers

Keywords:

- 36 keywords in the top 3 results
- 60 keywords on Google's first page
- 9 keywords on Google's second page

Keyword 	Location 	Monthly Volume 	Rank 
Auto Repair Shop Insurance Massachusetts	National	0-10	#1
Excavation Contractor Insurance Massachusetts	National	0-10	#1
Business Owners Policy Massachusetts	National	11-50	#1
Janitorial Services Insurance Massachusetts	National	Data not available 	#1
Salon & Barber Insurance Massachusetts	National	0-10	#1
Ocean Marine Insurance Massachusetts	National	Data not available 	#1
Boiler and Machinery Insurance Massachusetts	National	Data not available 	#1
Condo Association Insurance Massachusetts	National	0-10	#1
Machine Shop Insurance Massachusetts	National	0-10	#1
Commercial Property Insurance Massachusetts	National	0-10	#1
Child Care Insurance Massachusetts	National	0-10	#1
Janitor Insurance Massachusetts	National	0-10	#1



California Agent - First Year With JSG

- 1 Years with Jump Suit Group
- 1 Office
- 5 Employees
- Website Program
- SEO Program
- Total Budget \$1,500/mo

Leads
27
In months 1-6
working with
Jump Suit Group

Leads
117
Projected for
months 7-12 with
Jump Suit Group

Total Leads
144
Qualified Leads
(12 Per Month)

Leads
8
In 2021 before
working with Jump
Suit Group

Keywords:

- 20 keywords in the top 3 results
- 31 keywords on Google's first page
- 11 keywords on Google's second page

Keyword	Location	Monthly Volume	Rank
<input checked="" type="checkbox"/> Show Labels			
Dump Truck Liability Insurance California	National	Data not available	#1
Commercial Flatbed Truck Insurance California	National	Data not available	#1
Trailer Interchange Insurance California	National	Data not available	#1
Cargo Van Insurance California	National	Data not available	#1
Occupational Accident Insurance for Truckers California	National	Data not available	#1
Non-Owned Trailer Coverage California	National	Data not available	#1
Warehouse Legal Liability Insurance California	National	Data not available	#1
Motor Truck Cargo Insurance California	National	Data not available	#1
Bus Insurance California	National	Data not available	#1
Dump Truck Insurance California	National	0-10	#1
Physical Damage Insurance for Trucks California	National	Data not available	#1



New Hampshire Agent - Written Premium

- 6 Years with Jump Suit Group
- 1 Office
- 9 Employees
- Website Program
- SEO Program
- Total Budget \$1,200/mo

2021
\$125k
In New Written
Premium in 2021

2021
\$10k
Average New
Monthly Premium

Total Leads
257
Qualified Leads

Total Customers
76
New Customers

Keywords:

- 91 keywords in the top 3 results
- 129 keywords on Google's first page
- 20 keywords on Google's second page

Keyword 	Location 	Monthly Volume 	Rank 
<input checked="" type="checkbox"/> Show Labels			
Start Up Insurance New Hampshire	National	Data not available 	#1
Landlord Insurance New Hampshire	National	0-10	#1
Lumber Insurance New Hampshire	National	Data not available 	#1
Microbrewery Insurance New Hampshire	National	Data not available 	#1
Electricians Insurance New Hampshire	National	0-10	#1
Airbnb Insurance New Hampshire	National	Data not available 	#1
Rental Property Insurance New Hampshire	National	0-10	#1
Manufacturing Insurance New Hampshire	National	0-10	#1
Employment Practices Liability Insurance New Hampshire	National	0-10	#1
Classic Car Insurance New Hampshire	National	0-10	#1
Salon & Barber Insurance New Hampshire	National	0-10	#1