

## Health Insurance Lead Generation/Online Sales Tool: Quote Engine, Content Management Platform, Online Video



In need of a simple Health Insurance Lead Generation solution we developed a complete online program with a lead generating quote engine, integration of top insurance carriers, video tutorials, downloadable brochures and forms to collect data. The website collects interested prospects health insurance requests and instantly generates matches through a third party solution.

The online sales tool funnels each prospect moving from informative articles and information to an easy act solution. Through a prominent FREE quote form to a toll free number, SurePayroll gives instant access to their solve their prospects health insurance needs.

Motiva79 (motiva79.com) is bringing simple solutions to solve our clients lead generation needs using data collection, content management platforms and multimedia educational experiences.

### Increase Online Sales | Lead Generation

We make it easy to turn top prospects into sales opportunities.

- Insurance Quote Engine integration
- Video tutorials and information
- Downloadable brochure for prospective customers
- Resource links, glossary, articles and more

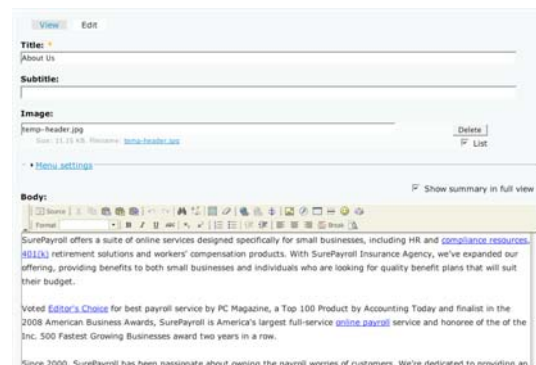
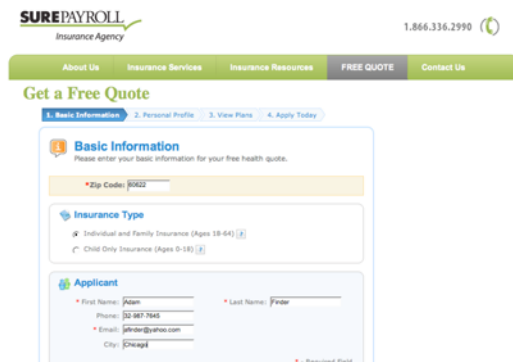
We use technology and interactivity to create custom solutions that deliver measurable results.

### Make It Easy | Content Management Platform

Applying an open source content management solution, our team developed the website so non-programmers could quickly and easily edit content and manage prospect data.

- Easily manage website content, update articles and press releases, add links, alter navigation
- Capture data and export for email marketing tactics
- Add SEO tags and descriptions through simple form
- Track performance through simple Google Analytics module

Motiva79 provides complete solutions that deliver high ROI while keeping on-going management costs in control.



## **About SurePayroll**

SurePayroll provides payroll processing to more than 14,000 small business clients (with fewer than 100 employees) nationwide. Using the Internet and a Web browser, employers can enter and edit payroll information, and preview it in real-time. Their employees can view and print their pay stubs, review their pay history, update personal information, and choose between direct deposit or locally printed paychecks. SurePayroll will also calculate, deduct, file, and pay clients' federal, state, and local payroll taxes. The company processes more than \$2.5 billion in employee payrolls and taxes annually, making it one of the largest payroll processors in the US.

## **About Motiva79, LLC**

Motiva79™ (motiva79.com) is an interactive marketing agency specializing in digital direct marketing. Our online engagement, lead generation and e-learning programs are all based on measurable results that lead to building brand, generating leads and training employees, marketing channel partners and customers. We use rich media, video, demonstrations and e-learning to engage prospects and motivate them to act through a set of easy, instant decisions.

View solutions at [www.motiva79.com](http://www.motiva79.com) .

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