

# CARDTAPP

## MOBILE MARKETING FOR NEW AFLAC ASSOCIATES

CardTapp is a personally branded mobile app that replaces your business card and allows you to kickstart your Aflac career, generate open enrollment pipeline, service policyholders, and will help you hit Fast Start and Fireball.

### AS A NEW AGENT, CARDTAPP HELPS YOU...

## CREATE

RELATIONSHIPS

## SERVICE

CLIENTS

## GENERATE

REFERRALS

For new associates in flight school, CardTapp will allow you to quickly and easily hit the ground running!



Build your initial lead list & distribute your app to garner early indicators of buying intent



Create sales pipeline by sharing your app to begin engagement with your circle of influence



Jumpstart your Aflac career by creating direct lines of communication with potential customers from day one

### DID YOU KNOW?

The average sales process takes **8 engagements** before a **decision** is made.

By providing prospects with your app from day one, you'll be able to put your information front and center on the thing that people look at over 150 times per day - their phones. With your very own Tracking on your app you will have the insight to engage when your prospects or clients are wanting and needing you. No more missed opportunities.

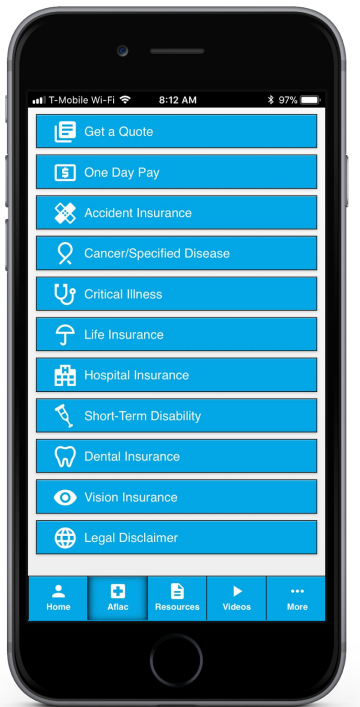


## EASY ACCESS TO VALUABLE CONTENT

From the app, you provided prospects, clients, referral partners, and prospective recruits with access to:

- You and your team's contact information
- Product and value prop information and videos
- Access to file claims through Smartclaim app integration
- Ability to request a quote or schedule a meeting
- Open Enrollment scheduler for employers and HR

All these valuable tools allow you to better service your policyholders, employers, broker partners and also provide the resources to streamline processes for the life of the policy and account. **(Asset Management, Additional AP in payroll Accounts, Retention and Renewals)**

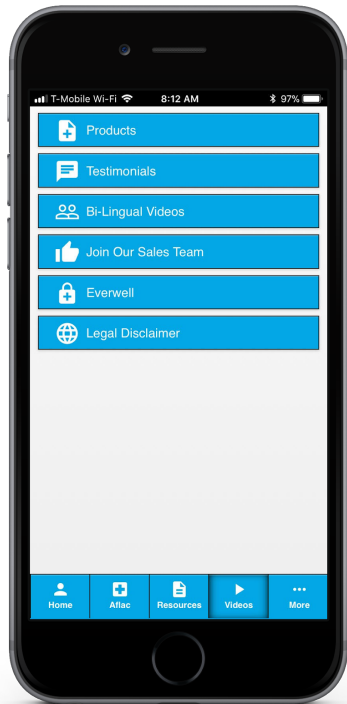


## PROVIDE ACCESS TO POLICY INFORMATION

From the app, you're able to provide access to the various policies that Aflac offers and allows you to follow up with policyholders as they engage with your app.

Whether a prospective or current policyholder is looking at policy information, the real-time backend tracking allows you to see:

- What they're engaging with
- When they're engaging with your information
- And provides you with real-time notifications
- What Questions or Info they are requesting
- Effortless Asset Management

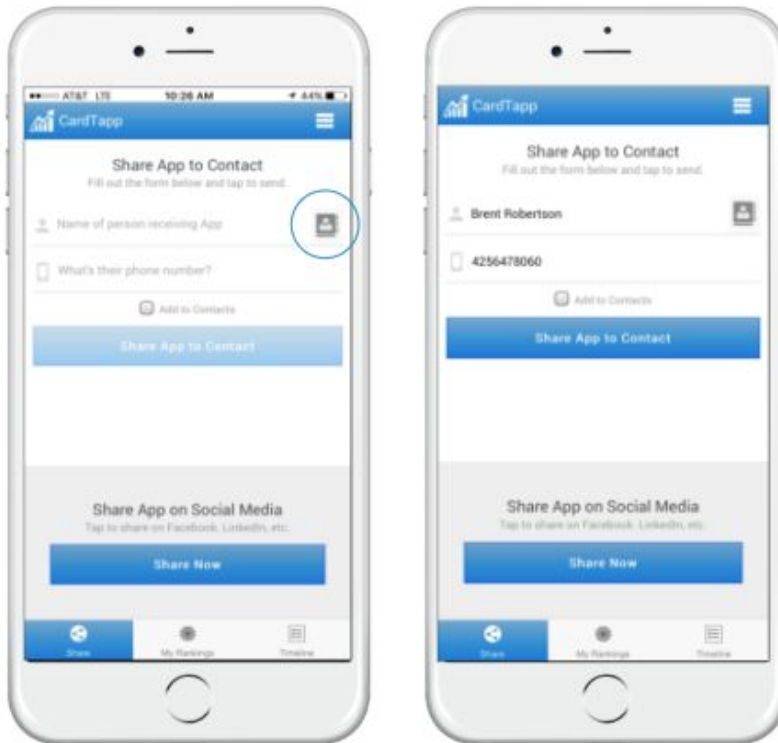


## ACCESS TO VIDEO CONTENT

From the app, you can provide access to and highlight video content that includes:

- Testimonials & success stories
- Bilingual videos
- Information on starting a career with Aflac
- Access to video resources on Everwell
- Product and value added service videos

## YOUR APP IS SHARED VIA TEXT



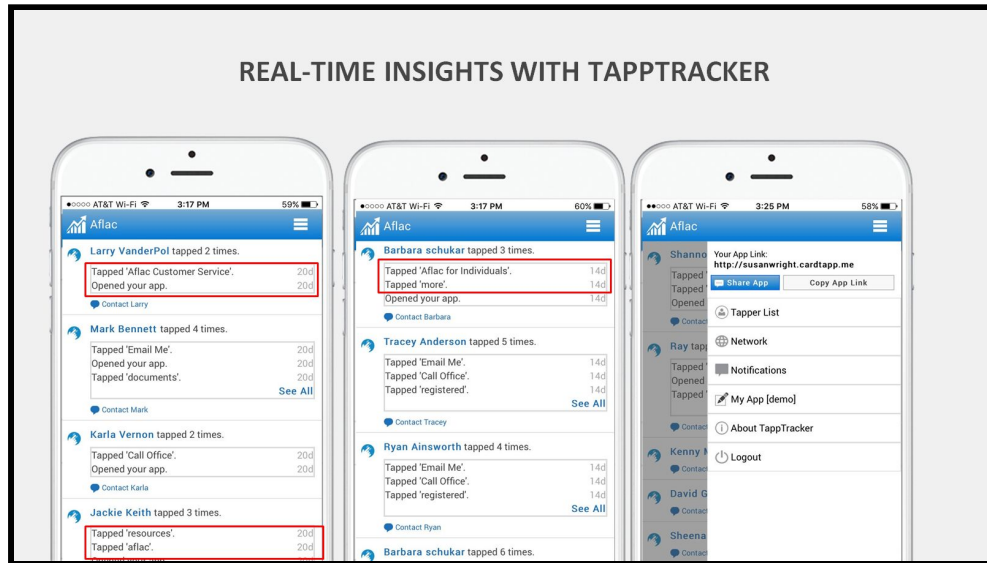
Your personally branded mobile app can be shared via text to the device that people are using 150 x per day! .....And, It is Web Based, so... no need for anyone to download anything to their phone.

Once they receive the text, they will simply **add the app to the homescreen (Web-based App)** of their phone with our easy 3 click install process.

## SHARE YOUR APP WITH



## OWN THE FOLLOW UP & ELIMINATE MISSED OPPORTUNITIES



## WITH TAPPTRACKER - YOU'LL BE ABLE TO

- See what people are engaging with on your app -- real-time buying signals or engagement **(Increased Appts., New Accounts, Additional AP, 2nd Year AP)**
- Provide follow-up to employers and policyholders when and where they need you. **(Asset Management, Retention, Renewals)**
- Receive real-time notifications when you've been referred inside or outside of accounts and reach out to the person that you were referred to instantaneously. **(Make it easy for EE's,**

**EO's, and Friends/Family to Refer You)** Let's be HONEST....People do not carry our business cards.

- Connect with prospects, leads, recruits and policyholders at the right time and eliminate missed opportunities

**(Real Time Buying and Service Signals that make all your connections valuable)**

## SMS AUTO-RESPONSE KEYWORD

Perfect for open enrollments, group meetings, tradeshow, networking events, job fairs, and presentations.

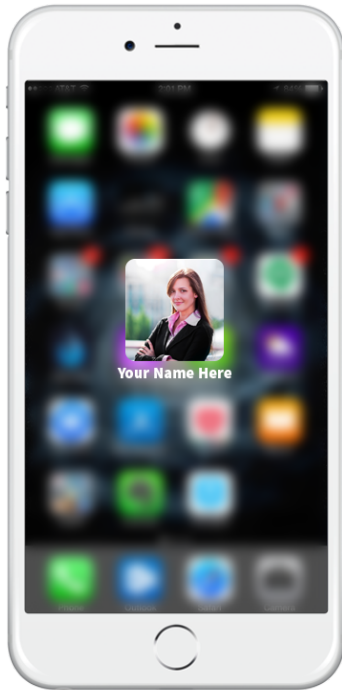
How to use your shortcode:

- Compose a text to the phone number **36260**
- In the body of the text message, type your **keyword** and click send
- An automated message will be sent with a link download your app - it's that simple!

The SMS Auto-Response Keyword will allow you to increase your app distribution to the masses!

Sample: <https://brent.cardtapp.me> **Keyword = Brent**

Want to see it in action? Text: **BRENT** to **36260**



Don't wait, embark on your Aflac career with a powerful tool that will separate **you** from the **competition**.

## ADD MY BENEFITS APP TO YOUR PHONE

### EASILY ACCESS ME ANYTIME!

- Quickly contact me by phone, email, text, or schedule a meeting
- One touch claims service through Smartclaim App
- Look up coverage information for your plans
- Find information about policies and services
- Easily share all my information to family, friends, and coworkers

*...Instantly, all right from the convenience of your phone!*

Just Text "B ROB"  
To 36260 and you'll get a  
Link to download it



CONTACT ME: [joanna\\_goins@us.aflac.com](mailto:joanna_goins@us.aflac.com) (206) 714-9771

### **MAKE A COPY OF THIS ENROLLMENT FLYER (Google Slides)**

<https://docs.google.com/presentation/d/1tsrhf-cnLi1Q3tfrjQo5TjllxKoopg9uqE-S31E6C-0/edit?usp=sharing>

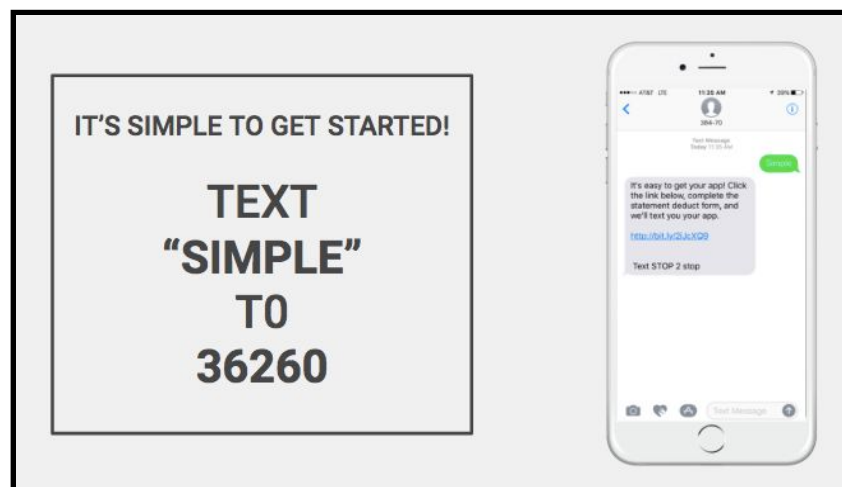
Edit Flyer after copy is made:

- Add your Keyword : Sample: <https://brent.cardtapp.me> **Keyword = Brent**
- Use Snipping Tool and add App Image onto Flyer
- Update your contact info at bottom
- Make copies and distribute at Group Meetings or OE's

## GET YOUR FREE TRIAL APP TODAY!

Our partnership with Aflac allows us to offer you a **risk-free trial** that allows you to get your app, begin sharing it, and start closing new business early on! The free trial ends on the 15th of the month, ~Up to 90 days from date of signup. Each month (on the 1st) the Trial End Date moves forward an additional 30 days. Example: Jan 1, 2019 signup date. Free Trial End Date equals March 15th, 2019. Billing on statement is April, 1. February 1st the Trial End Date Moves to April, 15th with a billing date of May 1. For new contracted agents, this allows them to have 90 days and hopefully eliminate a negative statement.

**The cost is just \$19.99/month or \$199/year after trial period ends.**



**NEED HELP?**

**WANT TO CUSTOMIZE YOUR APP?**

**OR**

**WANT TO LEARN MORE ABOUT HOW TO BEST USE THE PLATFORM?**

**Schedule your Individual App Training**

[15 min Individual App Training](#)

Or

Go To

[\*\*https://calendly.com/kthoward\*\*](https://calendly.com/kthoward)

## **CONTACT THE AFLAC DEDICATED CARDTAPP TEAM**

Brent Robertson

Enterprise Account Director

P: 425.947.9283

E: [brent@cardtapp.com](mailto:brent@cardtapp.com)

Troy Howard

Enterprise Account Manager

P: 206.207.5388

E: [khoward@cardtapp.com](mailto:khoward@cardtapp.com)

## **WANT TO SCHEDULE A TRAINING SESSION FOR YOUR TEAM?**

Text **SCHEDULE** to **38470** or go to: [\*\*https://calendly.com/brentrobertson/20min\*\*](https://calendly.com/brentrobertson/20min)

## **ACCESS THE TRAINING PORTAL**

<http://www.cardtapp.com/app-training/>



