

Broker-Targeted Marketing That **Drove a 361% Surge in Conversions**

See How an ICHRA Solutions Provider Leveraged Data and Segmentation to Win New Broker Business



The Situation

The Client faced the challenge of competing with well-funded national players dominating the Individual Coverage Health Reimbursement Arrangement (ICHRA) space. With a leaner marketing budget, the team needed to increase awareness, drive broker engagement and generate qualified leads at scale.



The Solution

To engage brokers at every stage of the sales funnel, Ocozzio implemented a comprehensive, segmented marketing strategy designed for two key audiences, each requiring distinct messaging and cadence.

- ➔ **Engaged brokers:** Renewal-focused nurture campaign with sales-driven messaging
- ➔ **Unengaged brokers:** Education-focused campaign to strengthen awareness and understanding of ICHRA

Each Campaign Included:

- + High-performing marketing emails
- + Automated email nurture sequences through HubSpot
- + Conversion-optimized landing page
- + High-impact LinkedIn lead generation and engagement ads
- + Engaging thought leadership organic LinkedIn posts
- + Optimized Google Search ads
- + Integration of impactful resources, including research and ICHRA industry reports, to strengthen trust



The Results

In Just One Year:

Website conversions
increased **361%**

Landing page
clicks rose **96%**

Generated more than
double the number of deals

The initiative strengthened credibility and market share through consistent broker-specific communication and data-driven storytelling

Because every initiative was executed within HubSpot, the client maintained real-time visibility into campaign performance with clear attribution of marketing's impact on revenue growth.



Ready to See Results?

Talk to Mimi today about accelerating your brand awareness and revenue growth.