

# MCLEAN INSURANCE

## COPYDOODLES COPY ENHANCEMENT CASE STUDY

### Business Challenge

McLean Insurance ([www.mcleaninsurancelive.com](http://www.mcleaninsurancelive.com)) is a family-owned insurance company that provides all types of insurance including auto, home and business in Ontario, Canada.

Owner, Michael McLean wanted to increase the number of people considering his company for insurance and compete against the big-name companies without competing on the losing battlefield of price.

Having used CopyDoodles with success in the past, Michael sat down and looked at every piece of marketing he was doing. Only about 20% of his marketing was using CopyDoodles. Believing increasing readership would increase sales, the goal was to increase readership by adding CopyDoodles to every piece of marketing he was putting out.

### Solution

Michael McLean, owner of McLean Insurance, added

CopyDoodles to everything he was doing in order to increase readership. CopyDoodles added personality, fun and helped McLean stand out. These three items helped increase response resulting in adding ten's of thousands of dollars to McLean Insurance's bottom line.

### Results

- Best ROI in five years
- 300% increased conversion rate
- Increased readership which increased sales
- Improved television commercials from losing money to 1 to 1
- Positioned himself as a "real-live" person instead of just a company
- Long-term strategy in place for effectively standing out and increasing business
- Increased business from ten million to almost fourteen million



After CopyDoodles

Above, McLean was the first to use CopyDoodles in his television commercials. Response from losing money to break-even, which McLean says is "huge."



Shown here is an envelope in which McLean added CopyDoodles to his envelope promoting their referral program. As a result, McLean's business had a 20% increase in referrals in the first 60 days.



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### Personality Created by Unique Enhancements Increases Readership Adding Tens of Thousands of Dollars in Sales

***“Increased readership to a guy like me means huge sales bumps...four to one to seven to one...that’s ten’s of thousands of bottom-line dollars each time.”—Michael McLean, Owner***

#### How to Compete with Big Name Brands

Michael McLean sold his minor league hockey team to buy into the family insurance business. Transferring what McLean knew about using marketing to fill a hockey arena with fans, he looked at the marketing for his newly acquired insurance company. McLean knew his competition was big name insurance companies like Geico and Progressive. Knowing the price battlefield was a losing game left him with the problem of how to compete.

At the time McLean was only using CopyDoodles on about 20% of his marketing. Thinking that if he could increase his readership, he could increase sales, McLean reviewed everything he was doing. Due to prior success with CopyDoodles, McLean believed adding CopyDoodles to every piece would increase his readership therefore giving him the unique personality factor he needed to compete against big-name brands on something other than price.

***McLean says, “I believe in CopyDoodles so much that I sat down for a day and half out of my schedule, which is very demanding...and I asked, “How can I apply CopyDoodles to every single thing we are doing?”***

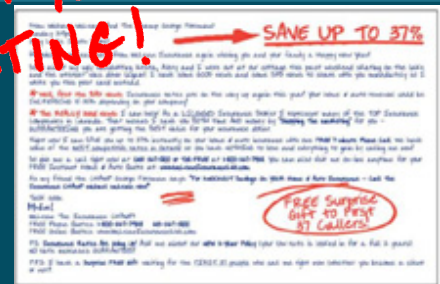
#### Personality, Standing Out and Having Fun in Marketing Pieces Bumps Response

An insurance broker, McLean Insurance provides clients with all their insurance needs, including auto, home and business.

Most people view insurance as a necessity in life, but not particularly “fun”. McLean’s idea was to make it more fun.

McLean began adding CopyDoodles to renewal letters, his business cards, website, T.V. ads, and more to increase readership.

**FIRE UP YOUR MARKETING!**



#### PERSONALITY MARKETING WINS AGAINST BIG BUSINESS

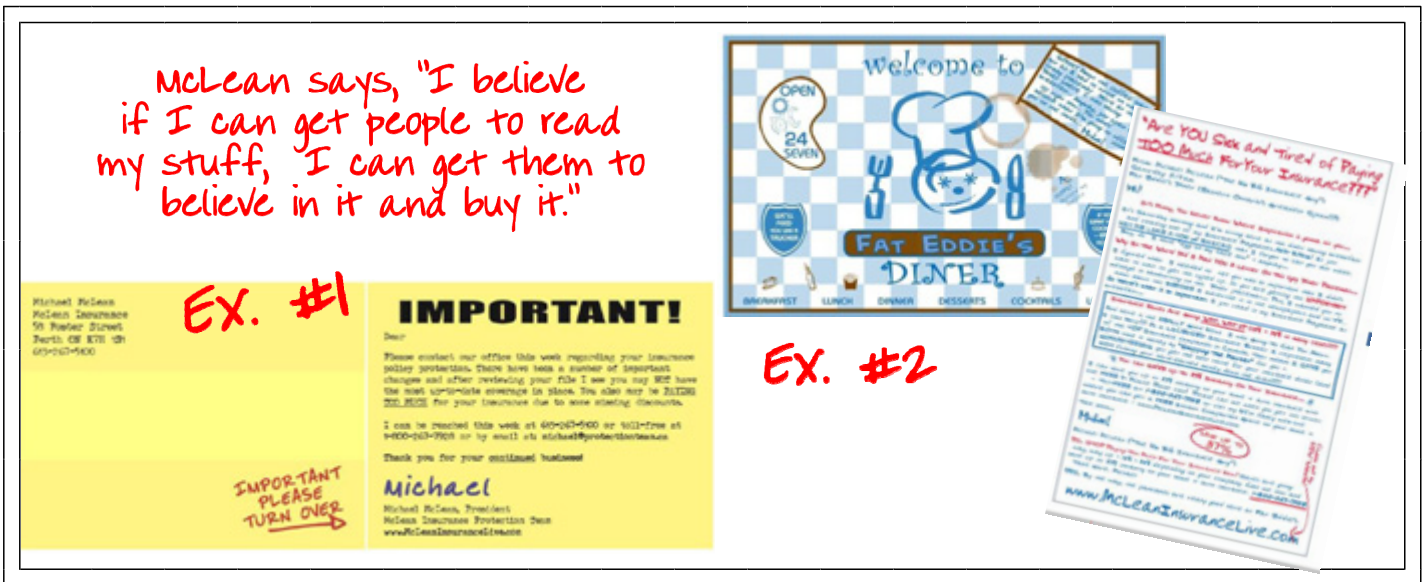
McLean says in order to compete with bigger, larger business you have to do what large corporations are unwilling to do. He says, “The number one that those faceless corporations are unwilling to do is put their personality into their marketing and business approach.” As proof, McLean’s clients say they are insured with “Michael McLean” instead of saying “I’m insured with this company.” The power of adding personality to your marketing is that you give your customers a “real-live” person to connect too. McLean says, “It’s amazing people don’t mention insurance as much as the other stuff like ‘how was the fishing?’...so it shows you people are absolutely starved for personality. ... Given a choice, people will pay more in many circumstances for that, what you call ‘Wow’ service and dealing with a live human being.”



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Not uncommon for a lot of products and services you see today, advertising and promotions tend to be stale, dull or boring. Adding CopyDoodles to all of his previous marketing and resending, McLean says, "I'm positioning myself, as a real-live person in the community." By using his picture taken in different locations in the community and adding CopyDoodles, his advertising looks very different from what people typically receive and therefore stands out.



One of the pieces McLean sent out was Million Dollar cross-sell card (Exhibit 1) using a typewriter font and the "Important please" CopyDoodle.

McLean makes his advertising fun too. In another mailer (Exhibit 2), McLean used the coffee stain CopyDoodle, along with a handwritten message using a CopyDoodles handwriting font to say, "Sorry about the coffee stain, but all I had to write on was this crazy placemat..." The message appears on one of those paper placemats you get at restaurants. On the back McLean used CopyDoodles handwriting font to spell out his whole message.

In a third example, McLean sent out an unaddressed tabloid mail piece (Exhibit 3). Arriving like a newspaper, it's similar to a subscription arriving in the mail. McLean said he wanted to send a sales letter disguised as a newsletter to everyone in the community who wasn't a client. McLean used CopyDoodles and again the CopyDoodles handwriting font. In this example, there is a "handwritten" letter from Michael's Dog.

**Best ROI in 5 years!**

### Results jump from 4:1 to 7:1 and Web Traffic Explodes

McLean's Marketing Director, Lisa Bartlett says, "Our new CopyDoodles Tabloid has jumped our direct mail monthly results from 4:1 to 7:1—the best in 5 years. Readership has increased because we are mailing the same number...but quote requests are way up—almost 3x's...Our website traffic has grown from 300-400 visitors per month to 2890 per month. This is a result of increased response through increased readership of our existing marketing campaigns (added CopyDoodles) and TV advertising."



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The Million Dollar Cross Sell card has a 90% return. In other words, 90 percent of the people receiving them contact McLean's office within 14 days.

The diner placemat was mailed to 117 thousand people over a five week period. For every dollar spent on creating these, McLean returned \$7.00, creating a 600% ROI. McLean says it's his most famous and most productive mailer.

The tabloid mailer McLean says, "This thing made the phones ring off the hook with very, very high end clients and it seemed we just got more people that would sit down and read. It was just a more affluent target market."

McLean says that he's gone from ten million in business per year to almost fourteen million due to his marketing efforts with CopyDoodles. He also says marketing should be enjoyable and adds, "My goal is to do two things...Number one make the phone ring, and number two, sign checks. But I want what I'm doing to be fun." He says marketers are often afraid to have fun with their marketing because people are afraid of how clients will react. However, he says they shouldn't be afraid and that "99% of the feedback we get is always positive."

### The Results

***"Your program put a lot of money in my pocket because with increased readership, that means increased sales."*** says owner Michael McLean, ***"So, all my personality marketing and trying to cut through the clutter, that's where your program comes in."***

- Adding CopyDoodles to marketing pieces increased his readership resulting in increased sales, jumping from 10 million in sales to almost 14 million **WOW!**
- Hand-written comments and doodles added personality, eye-appeal, and fun to marketing pieces which made marketing stand out and generate a positive response from customers and prospects, leaving them looking for what's next
- CopyDoodles templates and tools made it enjoyable, easy and fun to create personality-driven marketing
- Increased response 300% adding ten's of thousands of dollars to bottom line each time CopyDoodles were used
- Customized personal marketing has helped McLean Insurance successfully compete against big brand competitors and win over new business without competing on price

### About CopyDoodles

CopyDoodles, founded by Mike Capuzzi, are the world's largest collection of hand-drawn, direct-response graphics. The original creator of done-for-you hand-written, response-boosting notes and doodles, CopyDoodles are used and endorsed by world renowned copywriters, marketers, entrepreneurs and businesses worldwide. Easy to use, they enable anybody to personalize their marketing using drag and drop attention-grabbing enhancements to their offline and online marketing materials.

The new improved CopyDoodles Access Club, launched in September 2010 allows the convenience and accessibility to search thousands of hand-drawn graphics, comics, animated doodles, stamps and more. To become a member or for more information, visit [CopyDoodles.com](http://CopyDoodles.com).

**Have Fun with Your Marketing**

McLean says, "It's almost to the point where my prospects and clients are saying, "Hey Michael, what's next?" And that's exactly the response I want. "