REMIC

REMIC Marketing Plan

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Agenda

1. 30-Day Marketing Plan for REMIC

2. One Piece of Content- Paid Ad

30-Day Marketing Plan for REMIC

Objectives

- Expand market share for Life Insurance Agent course
- Promote AGORA app and the Billion Dollar Podcast
- Retain and grow the Mortgage Agent course enrollement

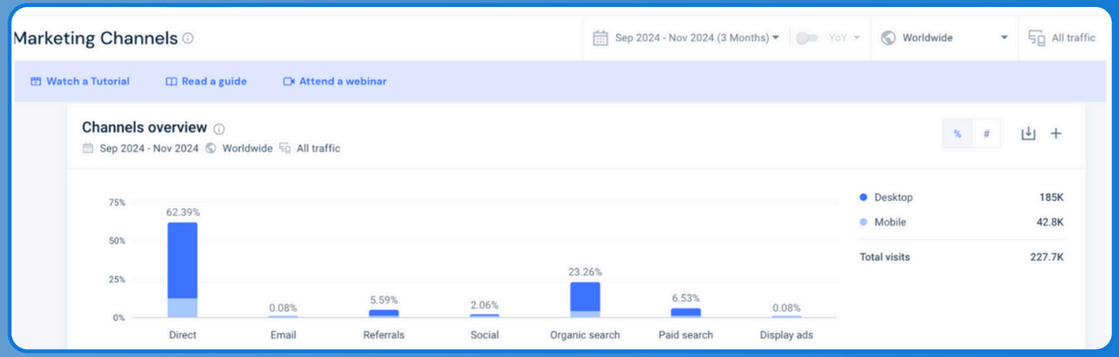
High level goals

Cross Channel Promotion Plan:

- Increase website traffic and authority score
- Improve social media engagement rate
- Develop and optimize the Email Drip Campaign
- Increase AGORA app downloads and engagement
- Promote the Billion Dollar Podcast

Lead generation and Conversion:

- Set goals for paid channels based on market research and trends
- Optimize and reduce CPC (Cost per Conversion)



REMIC's strength lies in Direct and Organic Search performance. By refining email, social media, referrals and PPC strategies, REMIC can enhance engagement, optimize ROI, and achieve long-term growth.

Target audience





Primary

Aspiring and current mortgage/insurance professionals in Canada seeking certifications and career changers exploring the financial services sector.

Secondary

Grow mortgage professionals network to create authority and connect with people of similar mindset/ interest.

30 Day Plan: Observe, Analyse, Research and Execute

1
Observe: Introduction & Onboarding

- REMIC's Vision, policies & procedures
- Understand workflows through working sessions
- Interview internal & external stakeholders
- Documentation of best practices & common errors

2
Analyse: Analysis & Metrics Setup

- Evaluate current & past campaigns
- Analyze historical data & key metrics - CTR, CPA, & Conversion Rates
- Develop work plans to coordinate marketing activities
- Feedback from Senior Management

3
Research: Planning & Competitor Analysis

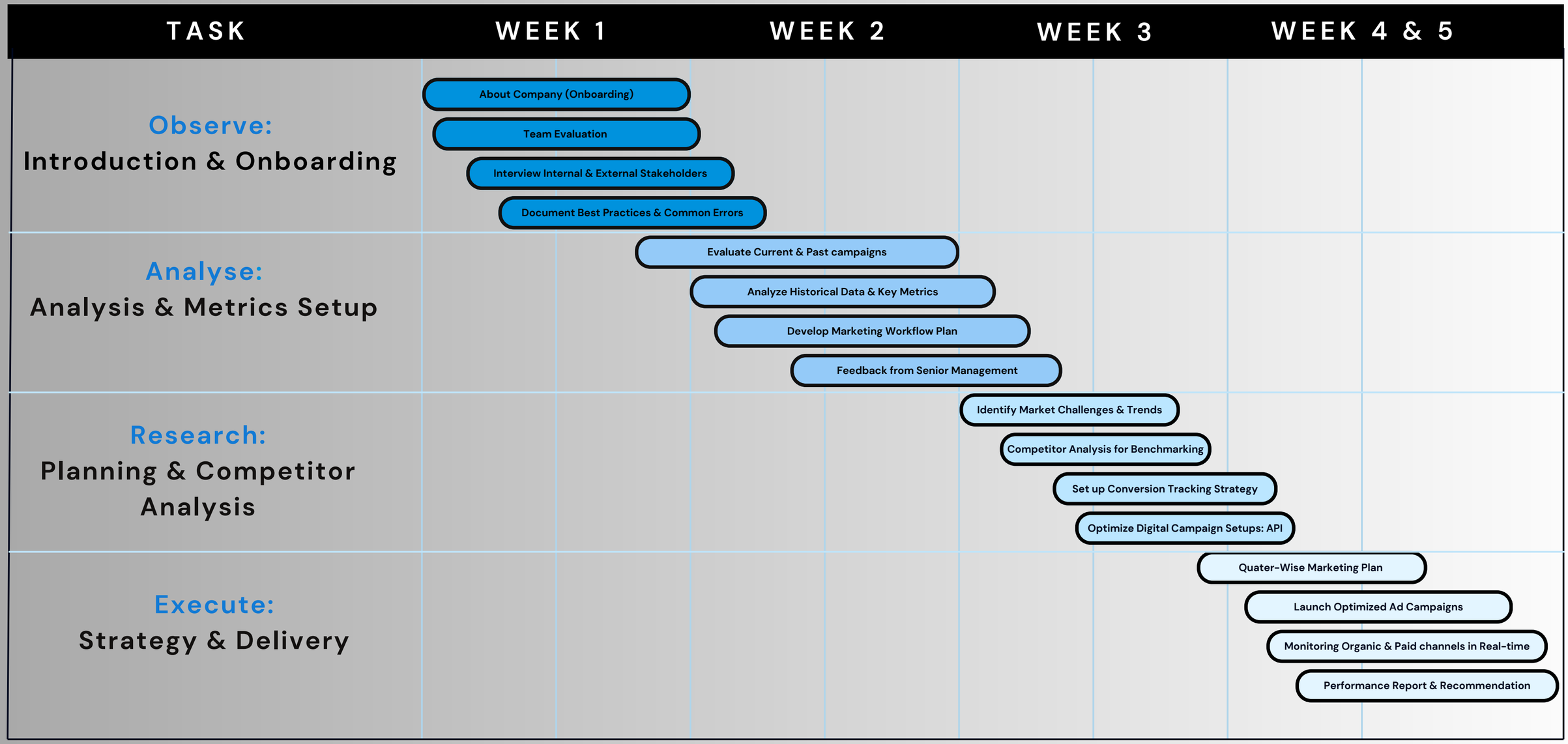
- Identify market challenges & trends
- Competitor analysis for benchmarking
- Set up conversion tracking strategy
- Optimize digital campaign setups: API integrations

4
Execute: Strategy & Delivery

- Quater-wise marketing plan divided into smaller projects
- Launch & refine ad campaigns
- Monitoring organic and paid channels in real-time
- Performance report with actionable recommendations

30 Days Plan

WEEKLY GANTT CHART



Paid Ad Concept for Google: PMAX

Reason: Performance Max campaigns combine text, image, and video ads, leveraging Google's AI to maximize conversions across Search, Display, YouTube, Gmail, and more. For REMIC's LLQP certification, PMax enables targeting at all stages of the decision-making process, increasing reach and optimizing for course enrollments.

Demographics:

- **Age group:** 25–54
- **Income:** Lower-middle income to Upper-middle income group.
- **Employment:** Job seekers, financial services employees, or career shifters.
- **Interests:** Life insurance, financial services, personal finance, career advancement, online learning,
- **Behavior:** Aspiring life insurance agents, financial advisors, career changers, sales professionals, recent graduates, job seekers, part-time workers, high-earning seekers, unemployed individuals, customer service professionals.
- **Geography:** Phase 1: Ontario and other LLQP-certified provinces, focusing on urban professionals. Phase 2- Other provinces
- **Advanced Targeting:**

1. Intent-based targeting for keywords like "LLQP certification" and "life insurance career."
2. Retargeting to website visitors or previous course inquiries.

Paid Ad Concept for Google: PMAX



Headline

1. Kickstart Your Life Insurance Career
2. HLLQP Certification in Just 2 Weeks
3. Your Financial Freedom Starts Here
4. Fast-Track to Financial Independence
6. 93% Success rate

Description

1. Learn in just 2 weeks and unlock your potential. Join thousands who've built successful independent careers with REMIC's HLLQP certification. Enroll today!
2. Freedom to work independently with REMIC's HLLQP certification. Build a successful life insurance career today!
3. Gain Career Support & Networking Opportunities with REMIC
4. Unlock new income potential. REMIC's HLLQP certification equips you with the expertise to succeed in the lucrative life insurance market.

CTA

1. Learn more
2. Sign up

Ad Creatives

REMIC

Fast-Track to Financial Independence

Ready to take control of your future?

REMIC's HLLQP certification offers expert training, career support, and a 93% success rate

LEARN MORE



HLLQP CERTIFICATION IN JUST 2 WEEKS

Launch Your Own Business with REMIC's Support & Networking Opportunities

LEARN MORE



REMIC



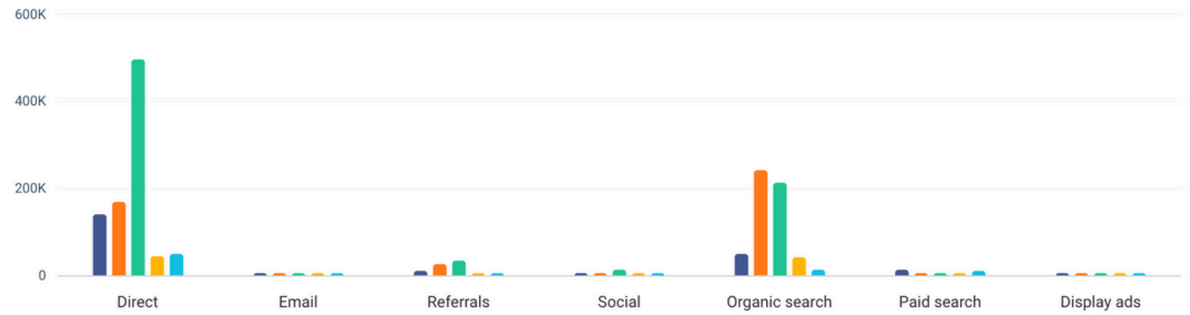
Appendix

COMPETITOR ANALYSIS

Marketing Channels

Channels overview

Sep 2024 - Nov 2024 · Worldwide · All traffic



Domain	Total Traffic
remic.ca	227,732
fsrao.ca	452,402
hllqp.com	765,821
mortgageproscan.ca	102,725
businesscareercoll...	87,398

Market Traffic Share

December 23-29, 2024 · Worldwide · All traffic

Rank	Domain	Share	WoW	YoY	3m Trend
#1	hllqp.com	40.20%	↑ 14.71 pp	↑ 5.66 pp	
#2	fsrao.ca	16.53%	↓ 1.72 pp	↓ 0.93 pp	
#3	**remic.ca (you)**	**12.51%**	↑ 1.57 pp	↑ 3.25 pp	
#4	ifse.ca	9.58%	↓ 2.86 pp	↓ 5.55 pp	
#5	insuranceinstitute.ca	9.40%	↓ 8.75 pp	↓ 1.34 pp	
#6	mortgageproscan.ca	5.55%	↓ 0.95 pp	↓ 1.07 pp	
#7	businesscareercollege.com	3.11%	↓ 0.99 pp	↓ 0.94 pp	
#8	fcnb.ca	2.63%	↓ 0.95 pp	↑ 0.61 pp	

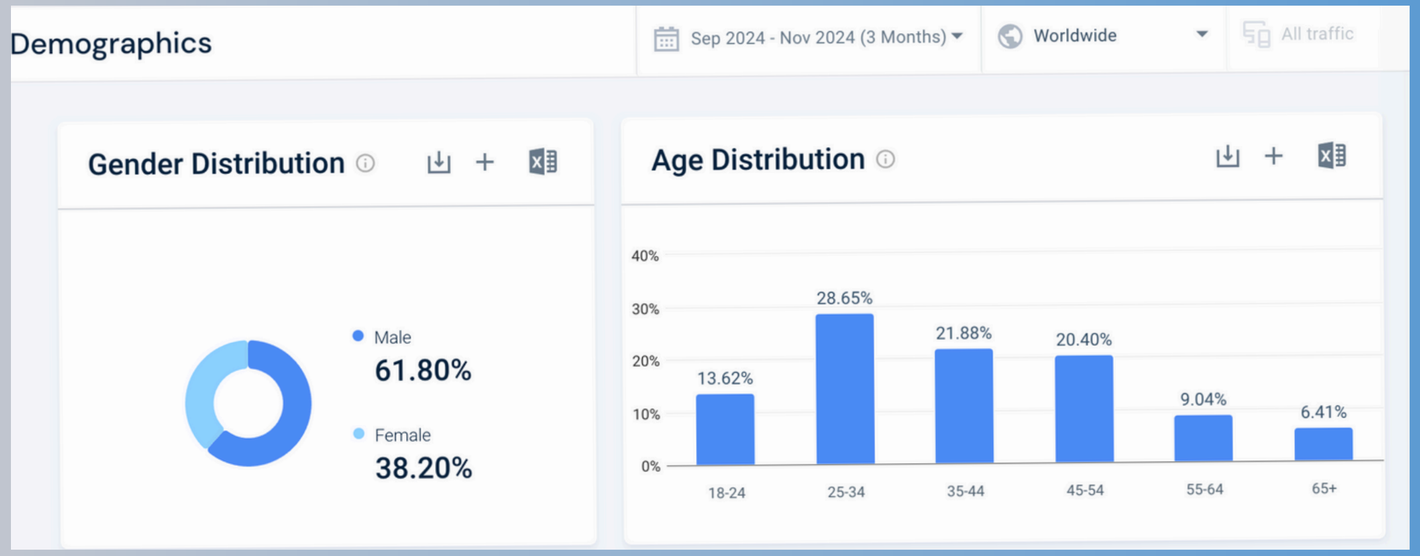
Close

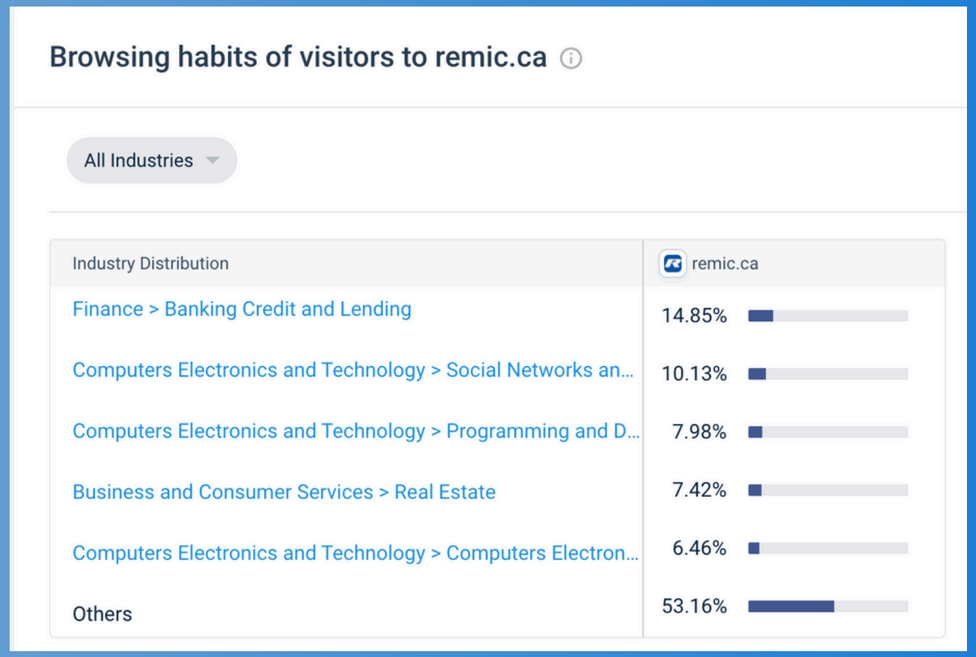
Engagement

Metric	remic.ca	fsrao.ca	hllqp.com	mortgageproscan.ca	businesscareercollege.com
Monthly visits	75,911	150,801	**255,274**	34,242	29,133
Monthly unique visitors	19,832	**88,485**	32,069	18,970	8,330
Visits / Unique visitors	3.83	1.70	**7.96**	1.81	3.50
Deduplicated audience BETA	15,751	**76,464**	24,263	16,420	6,627
Visit duration	00:13:45	00:01:48	**00:19:51**	00:03:29	00:05:06
Pages per visit	**15.62**	2.09	10.51	3.45	5.54
Bounce rate	28.89%	55.27%	21.04%	35.55%	**19.51%**
Page Views	1.185M	314,684	**2.682M**	118,262	161,377

All data provided reflects the period from September 2024 to November 2024. A more accurate analysis and detailed recommendations can be made after gaining full access to comprehensive marketing data.

AUDIENCE RESEARCH





PAID ADS PERFORMANCE

0 keyword selected + Keyword list Search tracker

		Keywords (21)	Clicks	Change	Volume	Avg. Volume	CPC	Zero-Click	Top URL	SERP Features
☐	5	mortgage agent licens...	250 5.67%	New	2.4K	468	-	61.32%	remic.ca/mortgage-agent-course?gad_source=1	-
☐	6	mortgage broker cours...	200 4.54%	Lost	870	269	-	57.75%	remic.ca/mortgage-agent-course?gad_source=1	-
☐	7	mortgage exam	170 3.85%	Lost	490	100	-	71.08%	remic.ca/mortgage-agent-course?gad_source=1	-
☐	8	mortgage agent course	160 3.63%	New	1.5K	266	$0.53	48.40%	remic.ca/mortgage-agent-course?gad_source=1	-
☐	9	remic.	160 3.63%	-	440	< 50	-	58.81%	remic.ca/mortgage-agent-course?gad_source=1	-
☐	10	mortgage agent	150 3.40%	-87%	7.4K	1.9K	$7.95	71.32%	remic.ca/mortgage-agent-course	$
☐	11	how to become a mort...	150 3.40%	New	1.8K	357	-	62.39%	remic.ca/mortgage-agent-course?gad_source=1	-
☐	12	mortgage course certi...	150 3.40%	Lost	440	< 50	-	0%	remic.ca/mortgage-agent-course?gad_source=1	-
☐	13	remic broker license	140 3.17%	-	400	< 50	-	0%	remic.ca/mortgage-agent-course?gad_source=1	-
☐	14	insurance license cour...	140 3.17%	New	340	229	-	65.72%	remic.ca/hllqp?gad_source=1	-
☐	15	mortgage broker licen...	120 2.72%	Lost	340	< 50	-	55.96%	remic.ca/mortgage-agent-course?gad_source=1	-
☐	16	mortgage broker	50 1.13%	Lost	149.2K	61.3K	$9.72	63.12%	remic.ca/mortgage-agent-course	$
☐	17	mortgage broker license	< 50 0.68%	Lost	4.1K	1.9K	$2.77	58.28%	remic.ca/mortgage-agent-course	$
☐	18	real estate salesperso...	< 50 0.23%	Lost	420	296	$2.54	55.11%	remic.ca/mortgage-agent-course	$
☐	19	realtor course	< 50 < 0.01%	-	1.4K	627	$1.11	43.77%	remic.ca/mortgage-agent-course	$
☐	20	broker course	< 50 < 0.01%	-	1.2K	540	-	68.25%	remic.ca/mortgage-agent-course	$
☐	21	elearn remic login	< 50 < 0.01%	-	190	88	-	42.43%	remic.ca/mortgage-agent-course	$

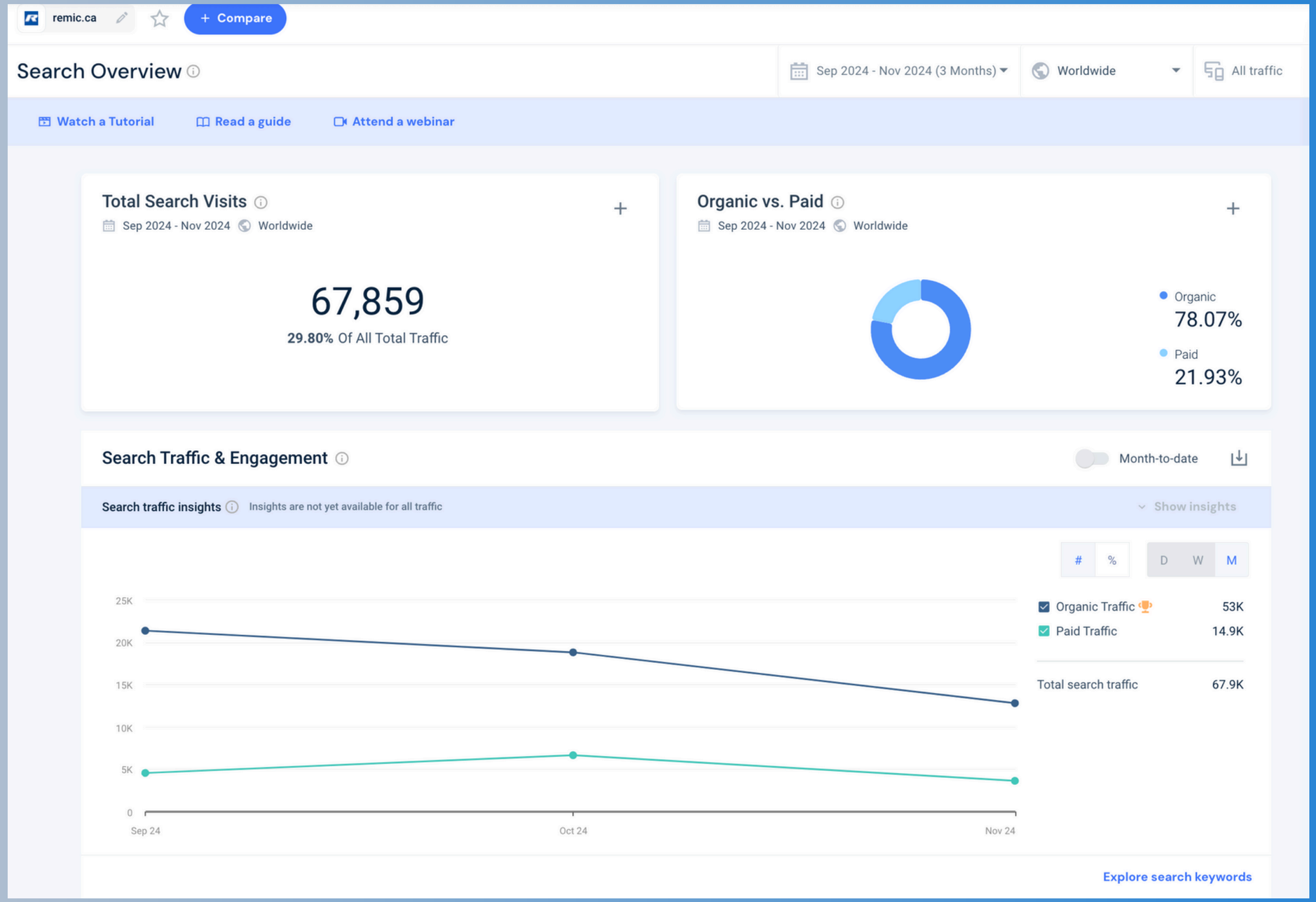
Paid Search

Leaderboard Nov 2024 Desktop

This month, your Paid Search traffic declined **46%** while the competitive set grew **33%**

Domain	Traffic Share	MoM Change
businesscareercollege.c...	21.27%	↑ 3,919.97%
fsrao.ca	0.04%	↑ 342.94%
insuranceinstitute.ca	6.01%	↑ 17.48%
4 other competitors		
remic.ca (YOU)	17.16%	↓ 45.68%

ORGANIC VS PAID CHANNEL




Thank You