

STRAPI

Lead Generation Results in 44% Online Conversion Rate



The Challenge

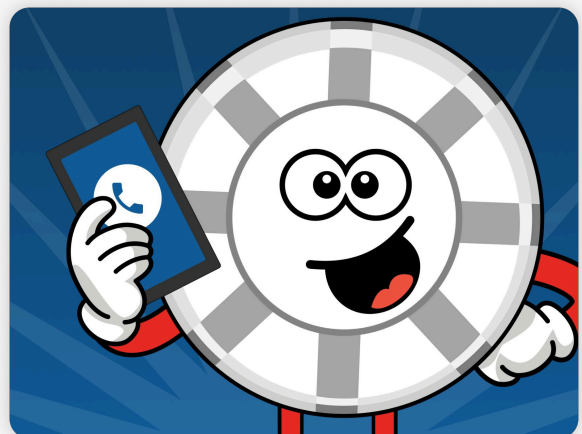
White Chip Insurance started as a small car insurance company based in Tampa, FL with dreams to expand across the state and into other insurance markets. GoldenComm worked with them on brand strategy and user research to build a mobile-friendly website that would capture leads and deliver cheap insurance quotes fast.

The Solution

Building the Perfect Mascot: How Poker Chips and Insurance Quotes Intersect

Almost every insurance company you know and love has a mascot. Some may be more iconic than others, but here are a few that might ring a bell:

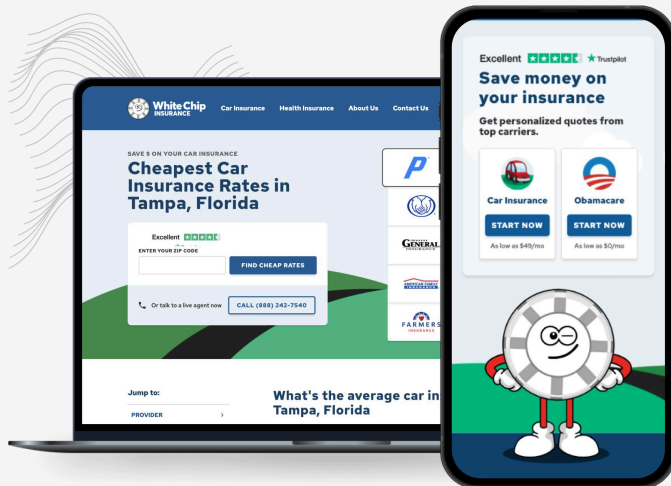
- Geico's gecko
- Flo from Progressive
- Aflac's duck
- Jake from State Farm



Some animal, some human, these characters charm you with their heavy accents or their nextdoor-neighbor appeal or an all too recognizable "quack." For this insurance company, we decided to build a brand around something the founder is passionate about: poker. Thus, White Chip Insurance and their poker chip avatar named, unironically, "Chip" was born.

Choosing the right insurance shouldn't feel like a gamble

Choosing the right insurance can sometimes feel like a gamble, but Chip's friendly demeanor and White Chip's easy-to-use quote request tool strips away that feeling of risk and uncertainty. Chip is a whimsical representation of the White Chip brand, offering a warm welcome to anyone visiting White Chip's website and drawing customers in who want cheap insurance quotes fast.



Making Something Easy to Use Isn't as Easy as It Looks

When White Chip approached GoldenComm for a new website, their core objective was making the quote request form as fast and easy to use as possible. Optimizing the user experience (UX), especially on a mobile device, took **hundreds of hours of research and careful planning**. We knew the process of requesting an insurance quote from White Chip needed to be:

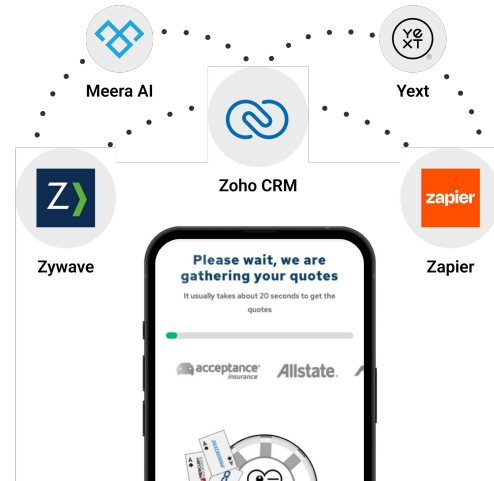
- Easy to follow with clear, simple instructions
- Easy to do on a mobile (or any other) device
- Easy to finish, either on your own or over the phone with an agent who could help

Perhaps more importantly, we wanted to build a form that was NOT overwhelming, confusing, and too long or drawn out.

The Technology Behind the Curtain

Something that makes White Chip's website special is that it's deceptively simple. "It's just a form," one might think. But in reality, multiple complex technologies are woven together behind the scenes to give users such a clean, easy to use experience.

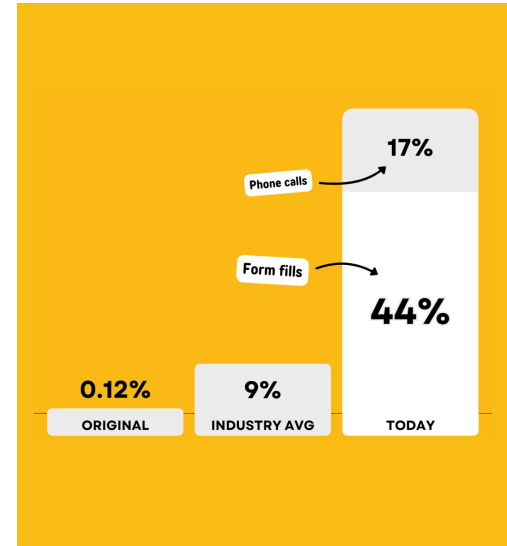
11 total integrations (and counting...because their business is ever-evolving) make this simple-looking website the powerful quote-generating engine that it is. Here are just a few worth mentioning:



- **Zywave** allows customers to get auto insurance quotes in real time from multiple firms
- **Hyperlocal phone numbers** give customers a more personalized experience when calling an agent
- **Zoho CRM** helps White Chip capture information, qualify leads, and manage follow-up
- **Microsoft Clarity** monitors user behavior and helps GoldenComm continue to optimize UX of the site
- **Yext** helps publicize White Chip's GoogleMyBusiness profile to more platforms where customers are looking for insurance
- **Meera AI** engages prospective customers who are at risk of abandoning the form before completing it
- **Marketplace API** integrates healthcare.gov to help customers find and sign up for ACA health insurance plans (Obamacare)

Unbelievable Results for a Car Insurance Company

- 44% conversion rate**
 Since launch, White Chip Insurance has seen a steady conversion rate, averaging at 44% on website form fills alone.
- 5x industry average**
 This rate is 5x the industry standard for website conversion rates in the insurance industry, which is 9% (Wonder).
- Obamacare expansion**
 In Sep 2023, White Chip launched their healthcare.gov integration to offer ACA covered health insurance plans.
- 400% growth**
 Since expanding into health insurance, White Chip has seen a 400% increase in average monthly website conversions.

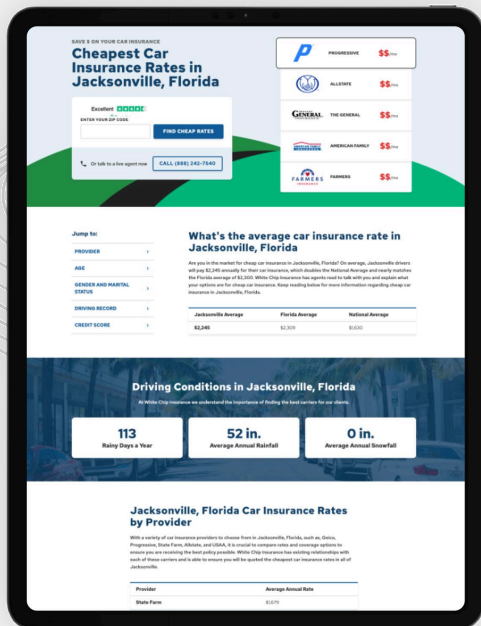


If You Can't Beat 'Em, Go Local

In order for White Chip Insurance to succeed, they needed more than a friendly poker chip character and good-looking powerhouse of a website. They needed leads. Search Engine Marketing (SEM) plays a crucial role in bringing in prospective customers with a secret ingredient: local targeting.

Instead of battling the Allstates and Liberty Mutuals of the world on generic search terms, White Chip targets local Florida markets. Each city has its own dedicated page, featuring the standard quote request form start as well as frequently searched for topics, such as:

- Tampa, Florida Car Insurance Rates by Age
- What's the average car insurance rate in Jacksonville, Florida?
- Miami Car Insurance Rates by Credit Score
- How much is car insurance near Tallahassee, FL?

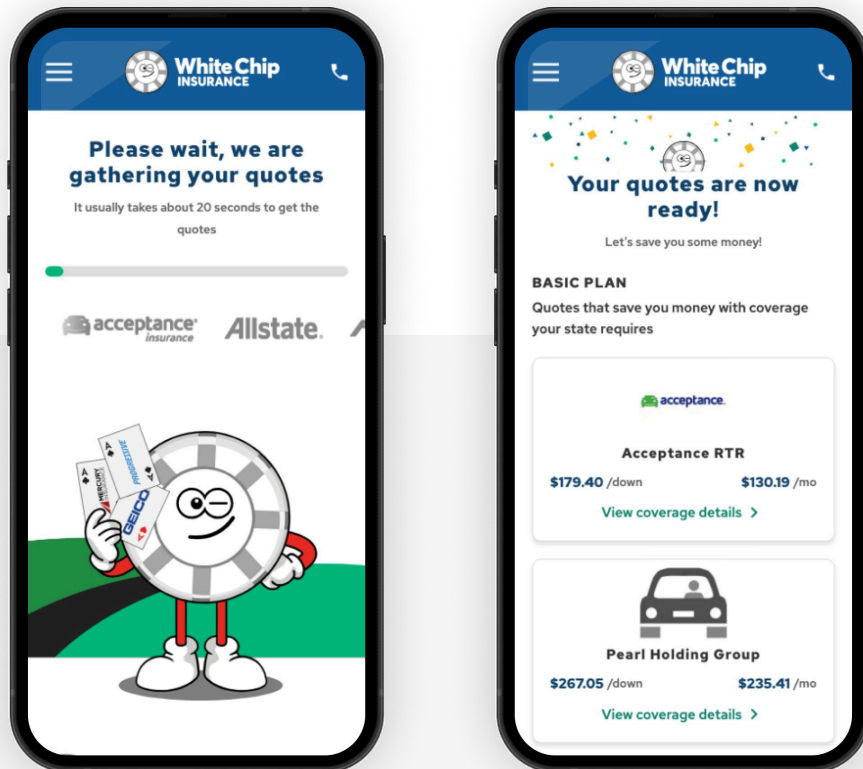


This SEM strategy, paired with White Chip's organic lead-gen methods and our Golden Rules of harder working websites, is returning those unbelievable results we're all so proud of.

White Chip Insurance is a powerful force in the insurance industry and will only continue to build upon their sturdy foundation. Even with their expansion into healthcare with Obamacare they are seeing great returns.

Plus, we take care in enhancing and further optimizing the website. This isn't a set-it-and-forget-it type of website. With tools like Microsoft Clarity, GoldenComm continues to monitor user behavior and analytics to make UX enhancements and improve conversions.

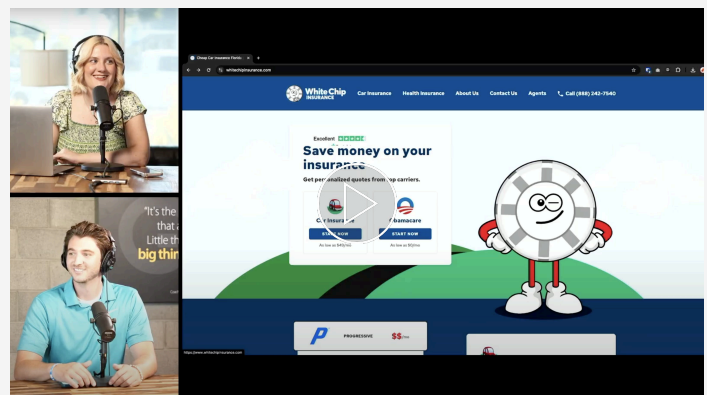
We can't wait to see what more incredible results White Chip Insurance, with "Chip" as the frontman, will earn for years to come.



Watch the podcast to learn more

For this podcast episode, Project Manager Danielle Brown sat down with Online Marketing Analyst Brock Ricci to talk about White Chip Insurance, why they approached GoldenComm, and the amazing results they've seen so far.

Check it out!



Results

44%

Conversion rate
on web form fills

11

Site integrations
(+ counting...)

400%

Increased avg
monthly conversions

Summary

This Tampa-based insurance company started as a small brand looking to make a big impact in the Florida insurance industry. GoldenComm delivered a comprehensive brand strategy for White Chip Insurance with a lovable poker chip mascot and a **UX-optimized** platform that seamlessly **integrates with 11 technologies** (and counting).

This robust yet easy-to-use website paired with a **hyperlocal SEM strategy** consistently earns a **44% conversion rate** on form fills. Plus, they continue to see **exponential growth** as they expand into new insurance markets.

Services

- Branding Strategy
- Mobile-first Design
- Lead Generation
- UI/UX Optimization
- Pay-Per-Click Strategy (PPC)
- Web Integrations
- Local Search Marketing
- Lead Scoring
- Search Engine Marketing
- Analytics & Reporting

Technology Solutions

- Meera AI
- Hyperlocal Phone Numbers
- Zywave (Integrated)
- TrustPilot
- Google My Business
- Yext
- Google Analytics (GA4)
- Microsoft Clarity (User Behavior Analytics)
- Zoho (CRM)
- Zapier
- Marketplace API (Healthcare.gov)

Like what you see?

If you've made it this far, you should check out our **Golden Rules**.

This case study is real, but your results may vary depending on your business and how well you execute. Be sure to let us know if you have any questions!

GoldenComm

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