

DLRI — Ad & Nurture Copy Kit

De La Rosa Insurance Group · v1 · 2026-09-29 · Companion to `LEAD-ENGINE-SPEC.md`

Use with the landing page at `insurance/lead-engine/landing.html` . Everything is a draft to test — kill losers fast, keep what converts.

A. Facebook / Meta ad angles

Targeting (all ad sets): FL · age 58–79 (test 55–79) · places: Hollywood, Dania Beach, Hallandale, Pembroke Pines, Miramar, Davie · interests: Medicare, AARP, life insurance, retirement, Social Security · Audience Network OFF · objective = Leads.

Angle 1 — “The bill no one talks about”

- **Primary text:** The average funeral costs \$8,000–\$10,000. Most families aren’t ready for that. Final expense coverage can cover it — starting at just a few dollars a day. No medical exam, no health questions. See your price in 60 seconds.
- **Headline:** See Your Final Expense Price in 60 Seconds
- **Description:** No exam · No health questions · FL licensed
- **Creative:** Simple stat graphic, “\$8,000–\$10,000” big.

Angle 2 — “No exam. No health questions.”

- **Primary text:** Ages 50–85. No medical exam. No health questions. Get coverage that pays your family directly — so they’re never left with the bill. Check your rate — no obligation.
- **Headline:** No Exam, No Health Questions — Ages 50–85
- **Description:** Check your rate in 60 seconds
- **Creative:** Clean, factual, senior-friendly; large text.

Angle 3 — “Don’t make your family pass a hat”

- **Primary text:** The last thing your family should worry about is money. Final expense coverage means they can grieve, not fundraise. Plans from top carriers, compared for you — free.
- **Headline:** Leave Them Covered, Not Crowdfunding
- **Description:** Free, no-obligation review
- **Creative:** Warm family photo (grandparent + grandchild).

Angle 4 — Low-friction price check

- **Primary text:** Want to know what final expense coverage costs? Answer a few quick questions and see your price in 60 seconds. No obligation, no pressure — just a clear answer.
- **Headline:** What Would Your Coverage Cost?
- **Description:** Free quote · Florida licensed agent
- **Creative:** Phone mockup of the form.

Angle 5 — Local / testimonial

- **Primary text:** “I thought it’d be expensive. It wasn’t.” Local Florida agents helping families lock in final expense coverage — many with no medical exam. See your price in 60 seconds.
- **Headline:** Florida Families Are Locking In Coverage

- **Description:** Talk to a real licensed agent
- **Creative:** Quote card / local city name.

Testing note: run all 5 in one campaign, 3 ad sets, \$20–30/day. Judge after ~7 days; kill any creative over \$40 CPL.

B. Speed-to-lead SMS (fire within 5 minutes)

Instant (auto, on form submit):

Hi {first}, it's Joan with De La Rosa Insurance Group — you asked about final expense coverage. Is now a good time for a quick call?

+ 2 hours (no answer):

Hi {first}, just following up — most folks are surprised how affordable final expense coverage is. Want me to send you a couple of options to look at? — Joan

+ 1 day:

{first}, no pressure at all — do you already have any burial/final expense coverage in place? Just reply and I'll point you in the right direction. — Joan

+ 3 days:

Hey {first}, last note from me for now. If you'd like a free, no-obligation quote, just reply YES and I'll get it over to you. — Joan

+ 7 days:

Hi {first}, checking back one more time. Whenever you're ready, I'm here: 856-631-7070. — Joan

C. Email nurture (Kit) — 5 emails

Email 1 — immediately: “Your final expense quote (and what to expect)” Thanks for reaching out. Here's what final expense coverage is, who it's for, and what happens next. I'll call you shortly — or call me anytime at 856-631-7070. — Joan

Email 2 — day 2: “No exam? No health questions? Here's how.” Explain simplified-issue vs guaranteed-issue, typical monthly costs, and the age/health sweet spots. Soft CTA: reply with your age + state.

Email 3 — day 5: “The 3 things people get wrong about Burial Insurance” Objection-handling: “I'll just save up,” “I already have some,” “I'm too old/too sick.” Reframe each. CTA: see your price.

Email 4 — day 8: “A son's note” (testimonial) A short, real (permissioned) story of a family that was covered. Social proof.

Email 5 — day 12: “Ready when you are” Direct offer: free, no-obligation review. Two ways to start (call or reply). Deadline-free urgency is weak — keep it honest, just make it easy.

D. Compliance guardrails (non-negotiable)

- Every SMS/email includes an opt-out (STOP / unsubscribe).
- No guarantees, no “free insurance,” no misleading claims.
- Follow carrier marketing guidelines + FL DOI rules.
- Honor opt-outs immediately; maintain the suppression list.
- Consent captured with timestamp + IP + source in the CRM.