How to: Use your Dedicated Sales Link in an email

DirectBenefits
AN **ALERA GROUP** COMPANY

(800) 620-5010, option 4
directbenefits.com/agents

Questions?
Email marketing@directbenefits.com
and we will reach out!

How to: Use your Dedicated Sales Link in an email

Step 1:

Start your dental email template. Below is an example of a simple template you could use.

Need Dental Insurance? - Message (HTML)

Search

File   Message   Insert   Options   Format Text   Review   Help   Acrobat

Calibri (Body)   11   **B**   *I*   U

To   Your Client

Cc

Subject   Need Dental Insurance?

Dear Client,

Just touching base and hope all is well. Are you in need of some dental insurance? I have a dental plan that just might be perfect for you.

Spirit Dental & Vision Plan Highlights:
- PPO dental plans
- Choose your own dentist
- No waiting periods for all dental services
- Every day effective dates
- Implants & major services covered
- Up to $5,000 annual max
- $7 optional vision add-on

Click here to start your free quote today! Or call me at 888-888-8888 to help get you started.

Agent Name
Business Name

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Step 2:

To send your client directly to spiritdental.com using your dedicated selling link, you can attach your link to any image or text within your email.

a. Right click on the word or image you would like the client to click on. In this example, we want the client to click on the word "here" in the last sentence. Highlight and right-click on the word "here."

b. When the pop-up menu appears, click on "Link" within that menu.

c. Copy and paste your dedicated link within the area highlighted on the visual below.

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Step 3:

Click "OK" and you will see that the word "here" is now highlighted and underlined, meaning that it is a link. When clients click on it, they will be directed to spiritdental.com under your link and you will get credit for those sales.

Want a fancier email template or still a little unclear on how to do this? Feel free to give us a call at **(800) 620-5010** *option 4*, or email us at **marketing@directbenefits.com** so we can help you out!

Happy Selling!

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