



Marketing Strategy

Case Study

How I Created a Multi-Billion
Dollar Program from
Scratch for Northwestern
Mutual

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WHO IS NORTHWESTERN MUTUAL?

Founded in 1857, Northwestern Mutual is a leading financial services company offering comprehensive financial planning services, including life insurance, disability insurance, and investment solutions. The company is renowned for its stability and reliability, serving millions of clients across the United States.

WHERE WERE THEY BEFORE WORKING WITH ME?

Before my engagement, Northwestern Mutual had limited digital marketing capabilities and primarily relied on traditional marketing methods.

Recognizing the need to modernize, the company aimed to attract a new generation of clients and generate qualified leads for its financial advisors.



HOW DID I SOLVE IT?

After launching a pilot program and collecting valuable learnings, we were able to successfully scale over time. Key initiatives included:

- **Digital Infrastructure:** Established a state-of-the-art digital marketing infrastructure, inclusive of optimal digital experiences, marketing creative, messaging and data analytics.
- **Lead Generation Campaigns:** Designed and executed highly successful lead generation campaigns employing gamification and premium content strategies.
- **Fully Integrated Brand Campaigns:** Took an omni-channel approach leveraging highly successful brand campaign creative for digital executions that drove high relevancy.

WHAT RESULTS WERE ACHIEVED?

- **Incremental Qualified Leads:** Generated thousands of incremental qualified leads with high LTV potential.
- **Multi-Billion Dollar Impact:** Estimated multi-billion dollar LTV impact through strong lead generation conversion rate.
- **Enhanced Digital Presence:** Established a strong digital presence for Northwestern Mutual, making it a leader in the financial services industry's digital transformation.