

# Solve Diversity & Inclusion Recruitment Challenges

## with Diversify - RGI's Talent Lead Solution

### CHALLENGE

In Q4 of 2020, our client and Insurance agency owner, Juan Fuentes, wanted to hire experienced insurance agents across the U.S. His goal was to better serve Hispanic and Latino clients by diversifying his workforce.

### SOLUTION

RGI designed a custom, digital recruitment solution.

RGI utilized its databases to segment over 1.5 million agents, and 100s of targeting variables. The notable variables were licensed, life insurance agents who identified as Hispanic or Latino.

RGI deployed a series of targeted, weekly, welcome and nurture email campaigns to the audience.

Agent prospects would receive weekly, engaging emails with the ability to apply to the company directly using multiple contact options.

### IMPLEMENTATION

RGI implemented a test plan with each campaign. Testing included, but was not limited to Spanish and English copy, timing, and A/B subject lines.

RGI conducted weekly reporting and made regular campaign optimizations.

The multi-state campaign began delivering high quality, diverse leads immediately.

### RESULTS

Within 8 weeks, the following results were generated:



### TESTIMONIAL

**“RGI is helping me diversify my workforce and I couldn't be happier with the results. They exceeded my expectations on the entire process and the lead quality.”**

- JUAN FUENTES  
Agency Owner