

Mojenta Helps NXTSYS Drive 25% Increase in Sales

Year-to-date sales have jumped by 25% since Mojenta started working with NXTSYS last year.

NXTSYS, a nationwide master agency based out of Dallas, TX, had no cohesive marketing, messaging, or event strategy. As a result, **NXTSYS was not capitalizing on available carrier marketing development funds (MDF), and its messaging appeared scattered to its agents.**

The Challenge:

NXTSYS needed to clearly and consistently communicate with its agent base. It knew that – in order to drive more agents into its ecosystem – it had to develop targeted messaging through social media, events, and recruiting activity. **And it had to follow through with marketing efforts that had previously fallen by the wayside.**

The master agency needed to:



Establish a well thought-out roadmap for marketing strategy



Refine its buyer profiles to understand its target audience better



Create focused messaging through multiple channels (social media, email, and more)



Maximize the use of its carrier MDF

“ The skills that Mojenta brings to us – from graphic design to copywriting to consistent execution – were all missing in our marketing.

– Dave Wallace, President, NXTSYS



The Action:

Mojenta looked at NXTSYS' available MDF and prioritized the use of those funds to get the highest return. Mojenta also:



Refined NXTSYS' target audience and honed specific messaging



Created a detailed, strategic marketing roadmap



Created an ongoing social media presence that grew brand reach and engagement



Leveraged the Hubspot marketing automation platform to streamline marketing processes for NXTSYS' newsletter, event marketing, and website presence



Created customized data dashboards in Hubspot and Google Data Studio to improve visibility into event- and carrier-specific ROI



Helped NXTSYS successfully promote, launch, and report on two to four MDF-sponsored webinars a month

“ We’ve historically never had any positive feedback about our marketing activities, but now we consistently get agents emailing us that our well-presented events are just what they need.

– Dave Wallace, President, NXTSYS

The Result:

Thanks to Mojenta, NXTSYS is now driving three to four new agents per month into its ecosystem

25%
increase in agents.



The company has also seen a 25% increase in year-to-date **2020** sales during the period in which it worked with Mojenta compared to **2019's** same period.

NXTSYS is able to cover

100%
of its marketing cost
with MDF.

“No good marketing ideas are going to waste,” said Wallace.

“ With Mojenta, we have consistent, high attendance at our webinars, which translates to a better-educated agent community.

– Dave Wallace, President, NXTSYS