

Another $100 Million In Sales - ECA Marketing's Momentum Continues

May 25, 2016

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Eden Prairie, MN - ECA Marketing surpassed 100 million dollars in premium once again during the month of April. This confirms the power of ECA Marketing?s distribution channel which is comprised of a national network of independent agents and financial advisors. Since the agents and advisors are independent, their partnership with ECA is built on a principle of mutual benefit and support. Ultimately it was the agents and advisors out in the field doing the hard work of helping clients with their financial needs, which lead to the stellar month.

Joe Spillman, President of ECA Marketing commented, ?One reason we have continued to surpass sales milestones is because of shifting demographics where consumer demand for guarantees and lifetime income annuities has increased,? because fixed annuities are often the preferred financial solution for millions of retiring baby boomers seeking an income they can?t outlive. Mr. Spillman also noted that ECA?s commitment to innovation and providing value to their independent agent network has been instrumental to their success, and is part of their competitive advantage. The ?ECA Advantage? includes innovative marketing programs, business tools, and dependable back office support to make the agents job of working with clients a more efficient and effortless task.

Another factor contributing to the successful month was ECA taking the lead to assist agents in navigating the complex and fluid regulatory environment by helping answer and unravel the questions, confusion, pending lawsuits etc., pertaining to the DOL Fiduciary Rule. ECA has a reputation in the industry for forward thinking, and preparation for the future remains a high priority. ECA is developing responses to multiple regulatory scenarios depending on the final implementation of the DOL Fiduciary rule. Mr. Spillman, commented that, ?No one knows what this regulation will end up looking like but ECA is working to make sure we are ready ? no matter what the final outcome is.? Mr. Spillman stated that it?s essential for them to effectively address the new regulations enabling their field agents to focus on what they do best - helping their clients.

Finally, the most recent step ECA Marketing took to innovate new value added services for their agents, was creating a digital marketing division. As an organization focused on reaching all generations of agents and clients, they recently expanded their staff to include a Social Media and Digital Marketing expert who is tasked with helping the field agents and the internal sales team to blog, manage their digital reputation and leverage social media.

ECA Marketing?s mission is to provide agents with quality sales platforms and exclusive selling systems to reach out to more clients and aide in providing the best products to fit within that system. In keeping with that mission, ECA Marketing has secured exclusive agreements with top notch sales and mentoring programs including: 5Q Group created by Mike Kaselnak, Quantum Marketing System and www.quantummarketingradio.com (a new financial marketing podcast) developed by Jeffrey Thompson and CPR MyCareer founded by John Schrup.

Field agents frequently comment that, ?ECA Marketing has the best back office in the industry.? Mr. Spillman admitted, ?I am partial, but believe ECA is the best and we have the experience to back it up.? ECA?s President, Joe Spillman started as a sales consultant and still continues to work with agents, he maintains an industry blog at www.joespillman.com.

ECA Marketing, an industry leading Independent Marketing Organization for over 30 years. ECA Marketing is a National Annuity and Life Marketing Organization doing business in all 50 states and several U.S. territories. Since 2006, ECA Marketing has produced over $10 Billion in Fixed Annuity and Target Life Premium. ECA Marketing's Management currently sits on the Field Advisory Councils of six carriers and is one of the country?s largest Independent Marketing Organizations. With 55 employees comprising over 430 years of experience. More information on their programs and carriers can be found on their website www.ecamarketing.com.

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