

Agent Recruiting Pre-Built Marketing Campaign Topic: Grow Your Business

Instructions:

Leverage any combination of the enclosed promotions to deploy a multi-week marketing campaign targeting financial professionals.

Recommended sequencing is provided, however you can choose the tactics and timing that best fit your needs.

Grow Your Business Sample Marketing Campaign

Recommended weekly promotional breakdown



Emails To use: Copy / paste / send	Newsletter Stories To use: Copy / paste / send	Social Media Posts To use: Copy / paste / post
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Week 1 promotional theme: Beneficiary Reviews

<p>Message: Find new opportunities by conducting beneficiary reviews.</p> <p>Click → then copy & paste HTML email into sending system</p>	<p>Copy and paste newsletter story below:</p> <p>Many times clients forget that beneficiary designations can get out-of-date. Offer to do a beneficiary review for them and you might be surprised the opportunities that open up.</p>	<p>Copy and paste social post below (including URL):</p> <p>Help clients keep their options open in the event something unexpected happens — help them avoid being caught off guard by protecting their financial future. https://tinyurl.com/atrs84tm</p>
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Week 2 promotional theme: Policy Reviews

<p>Message: Policy reviews can help ensure clients have the right coverage</p> <p>Click → then copy & paste HTML email into sending system</p>	<p>Copy and paste newsletter story below:</p> <p>If you review clients' policies every few years, you can ensure they have the right coverage to match their needs. It could uncover gaps in coverage which provide new growth opportunities.</p>	<p>Copy and paste social post below (including URL):</p> <p>Help your clients discover the flexibility, power and benefits that modern life insurance policies can offer. They may be surprised by the variety of choices available. https://tinyurl.com/38am4454</p>
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Week 3 promotional theme: New Opportunities

<p>Message: Knowing where to look helps foster growth</p> <p>Click → then copy & paste HTML email into sending system</p>	<p>Copy and paste newsletter story below:</p> <p>Evaluate these situations to see how many people you already know who might benefit from life insurance. These common client concerns, situations and needs can all be opportunities for a life insurance solution..</p>	<p>Copy and paste social post below (including URL):</p> <p>Let clients know there's more to life insurance than death benefits so they make it an essential part of their financial future. https://tinyurl.com/mrw633kz</p>
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Week 4 promotional theme: Growth opportunities for each generation

<p>Message: Appeal to each generation's life insurance needs with specific conversation starters</p> <p>Click → then copy & paste HTML email into sending system</p>	<p>Copy and paste newsletter story below:</p> <p>Appeal to each generation's life insurance needs with specific conversation starters for Millennials, Generation Xers and Baby Boomers</p>	<p>Copy and paste social post below (including URL):</p> <p>A woman's finances are expected to do more and for longer — with less. Help women navigate the potential issues while addressing their unique needs and specific circumstances</p>
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