

# LTC vs ABRs

Consumer Prospecting Pre-built Campaign

## Instructions

- This campaign can be completed weekly, monthly, or any time frame that works for your business.
- Choose one or more promotions per week/month- just copy and paste directly from the calendar
- There will be printing and postage costs associated with direct mail.

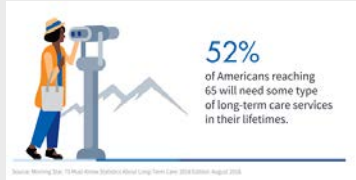


FOR FINANCIAL PROFESSIONAL USE ONLY.

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## WEEK ONE


EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
Email: What does your client's <a href="#">Road to Retirement</a> look like?	Print and mail Flyer: <a href="#">Long Term Care illness expenses</a>	52% of Americans reaching 65 will need some type of long-term care services in their lifetimes. <a href="https://bit.ly/3dKEOsi">https://bit.ly/3dKEOsi</a>	 <a href="https://bit.ly/3dKEOsi">https://bit.ly/3dKEOsi</a>	52% of Americans reaching 65 will need some type of long-term care services in their lifetimes. <a href="https://bit.ly/3dKEOsi">https://bit.ly/3dKEOsi</a>



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## WEEK TWO


EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
Email: Help show prospects the realities of paying for <a href="#">Long-Term illness care?</a>	Flyer: <a href="#">Individual vs. Employer (Group) Life Insurance</a>	Beyond 100 days, Medicare pays \$0 for #long-term care services. How will you pay for potential long-term care? <a href="https://bit.ly/3bzVEbS">https://bit.ly/3bzVEbS</a>	 <a href="https://bit.ly/3bzVEbS">https://bit.ly/3bzVEbS</a>	Medicare pays \$0 for long-term care services beyond 100 days. How will you pay for potential long-term care? <a href="https://bit.ly/3bzVEbS">https://bit.ly/3bzVEbS</a>



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## WEEK THREE


EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
Email: Which one is right for you ? <a href="#">LTC vs CI protection?</a>	Brochure: Share a real life story about a chronic illness claim <a href="#">Amie Tan's Story</a>	Do you now what the annual costs of long-term care are? <a href="https://bit.ly/3bAf3JL">https://bit.ly/3bAf3JL</a>	 <a href="https://bit.ly/3bAf3JL">https://bit.ly/3bAf3JL</a>	The number of Americans who need #longtermcare will more than double by 2050. Will you be ready? <a href="https://bit.ly/3bAf3JL">https://bit.ly/3bAf3JL</a>



# LTC vs ABRs

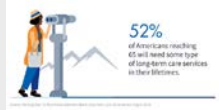



Consumer Prospecting Pre-built Campaign

## WEEK FOUR

EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
Email: Share a <a href="#">real life story</a> about a chronic illness claim	Flyer: Share a real life story about a chronic illness claim <a href="#">Chris Edwards' Story</a>	137.1 million Americans have faced financial hardship this year due to medical costs. <a href="https://bit.ly/2YWbuL0">https://bit.ly/2YWbuL0</a>	 <a href="https://bit.ly/2YWbuL0">https://bit.ly/2YWbuL0</a>	Chronic illness riders for life insurance can help minimize financial strain due to a chronic illness by providing access to funds while LIVING. <a href="https://bit.ly/2YWbuL0">https://bit.ly/2YWbuL0</a>



# Full campaign at a glance: LTC vs ABRs

EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<b>WEEK ONE</b>				
Email: What does your client's <a href="#">Road to Retirement</a> look like?	Print and mail Flyer: <a href="#">Long Term Care illness expenses</a>	52% of Americans reaching 65 will need some type of long-term care services in their lifetimes. <a href="https://bit.ly/3dKEOsi">https://bit.ly/3dKEOsi</a>	 <a href="https://bit.ly/3dKEOsi">https://bit.ly/3dKEOsi</a>	52% of Americans reaching 65 will need some type of long-term care services in their lifetimes. <a href="https://bit.ly/3dKEOsi">https://bit.ly/3dKEOsi</a>
<b>WEEK TWO</b>				
Email: Help show prospects the realities of paying for <a href="#">Long-Term illness care?</a>	Flyer: <a href="#">Individual vs. Employer (Group) Life Insurance</a>	Beyond 100 days, Medicare pays \$0 for #long-term care services. How will you pay for potential long-term care? <a href="https://bit.ly/3bzVEbS">https://bit.ly/3bzVEbS</a>	 <a href="https://bit.ly/3bzVEbS">https://bit.ly/3bzVEbS</a>	Medicare pays \$0 for long-term care services beyond 100 days. How will you pay for potential long-term care? <a href="https://bit.ly/3bzVEbS">https://bit.ly/3bzVEbS</a>
<b>WEEK THREE</b>				
Email: Which one is right for you ? <a href="#">LTC vs CI protection?</a>	Flyer: Share a real life story about a chronic illness claim <a href="#">Amie Tan's Story</a>	Do you now what the annual costs of long-term care are? <a href="https://bit.ly/3bAf3JL">https://bit.ly/3bAf3JL</a>	 <a href="https://bit.ly/3bAf3JL">https://bit.ly/3bAf3JL</a>	Do you now what the annual costs of long-term care are? <a href="https://bit.ly/3bAf3JL">https://bit.ly/3bAf3JL</a>
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Email: Share a <a href="#">real life story</a> about a chronic illness claim	Flyer: Share a real life story about a chronic illness claim <a href="#">Chris Edwards' Story</a>	137.1 million Americans have faced financial hardship this year due to medical costs. <a href="https://bit.ly/2YWbuL0">https://bit.ly/2YWbuL0</a>	 <a href="https://bit.ly/2YWbuL0">https://bit.ly/2YWbuL0</a>	Chronic illness riders for life insurance can help minimize financial strain due to a chronic illness by providing access to funds while LIVING. <a href="https://bit.ly/2YWbuL0">https://bit.ly/2YWbuL0</a>