

4 Life Insurance Awareness Month Marketing Ideas

Life Insurance Awareness Month (LIAM) isn't just valuable for consumers... it presents a huge opportunity for insurance agents, too! Check out these ways you can do the world, and your business, good this September.

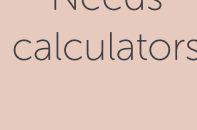


1. Take Advantage of Existing Marketing Tools

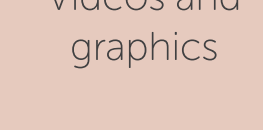
Don't reinvent the wheel. Use the LIAM materials already out there.



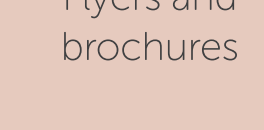
What's Around?



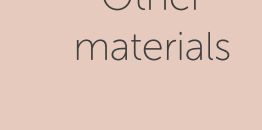
Needs calculators



Videos and graphics



Flyers and brochures



Other materials

Where to Find them:

LifeHappens.org — Want impartial materials, including flyers, social media posts, and Real Life Stories? Create or log in to an account to access materials!

Carrier Websites — Most life insurance carriers develop and offer resources for LIAM! Log in to your agent portals and see what's there.

The Benefits of Using Existing Marketing Tools:

They often have a professional look and feel

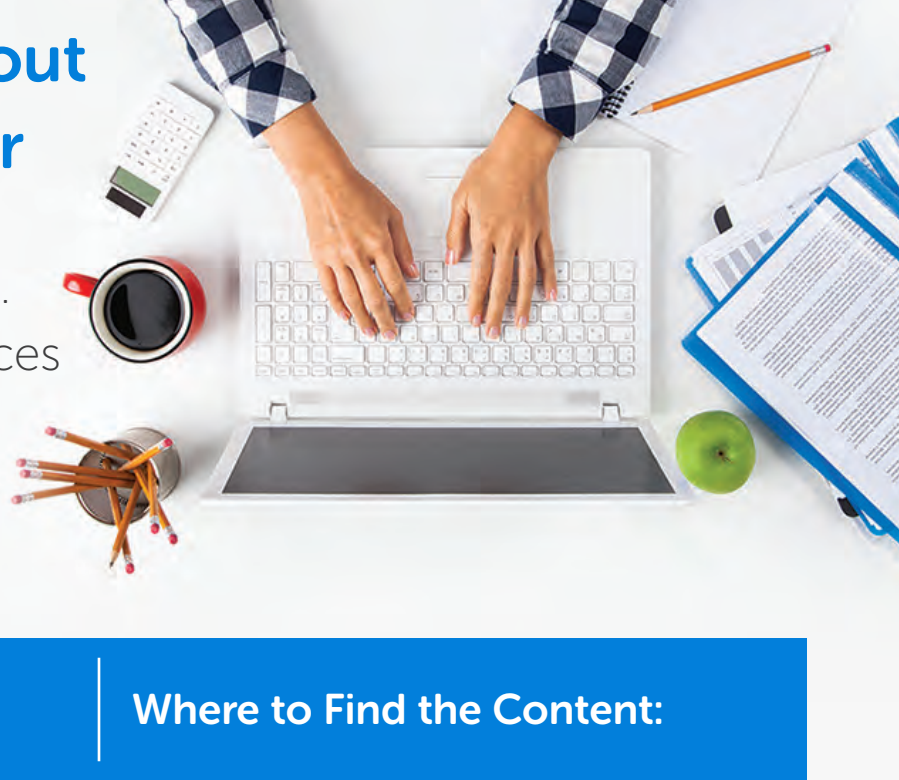
Most can be easily accessed, shared, and downloaded via the internet

Saves you and your employees time and effort

Lets you focus on marketing and generating new business leads

2. Create and Send out a Newsletter or Flyer

Life insurance is complicated. Make its value and your services more transparent.

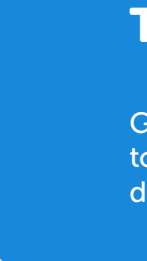


What to Include:

- Imagery of different people and families
- Story of how having life insurance helped someone or an account of the struggles someone faced because their loved one didn't have a policy
- Life insurance-related statistics

Where to Find the Content:

- Sites with public domain, creative commons, or royalty free images (e.g., iStock)
- Family members, friends, associates, or current clients (with their permission)
- Industry studies from carriers, LIMRA, and Life Happens



Fact: People who read an educational article from a brand were **131%** more likely to purchase from that brand right after reading it compared to those who did not read anything.¹

The Benefits of Doing a Newsletter or Flyer:

Gives you a way to communicate directly with clients

Maintains your presence in your clients' lives

Helps demonstrate the value of life insurance coverage

Builds your clients' trust and confidence in you

3. Contact Clients for a Free Policy Review

As time passes, your clients' needs change. See if their coverage is still adequate.



Did You Know?



22% of people who have life insurance believe they don't have enough of it²



39% of people wish their spouse/partner would buy MORE life insurance coverage³

Reasons a Life Policy May Need Updated:

- Marriage
- Divorce
- New child
- Purchasing/refinancing a house
- Business growth (self-employed)
- Retirement/retirement planning
- Estate planning
- Nearing the end of the term

The Benefits of Offering a Free Policy Review:

Shows that you provide excellent customer service

Keeps your clients happy and loyal to you

Prevents another agent from being able to step in

Gives you the chance to detect and fill other coverage gaps

4. Use Social Media to Maximize Your Presence

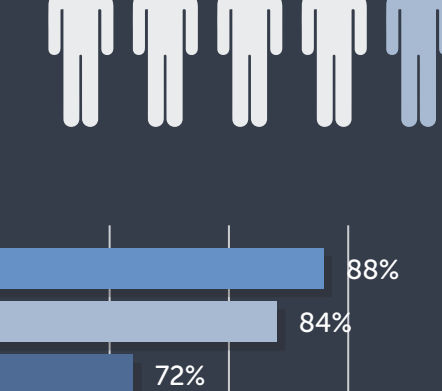
Want to connect with new people? Meet them where they are.



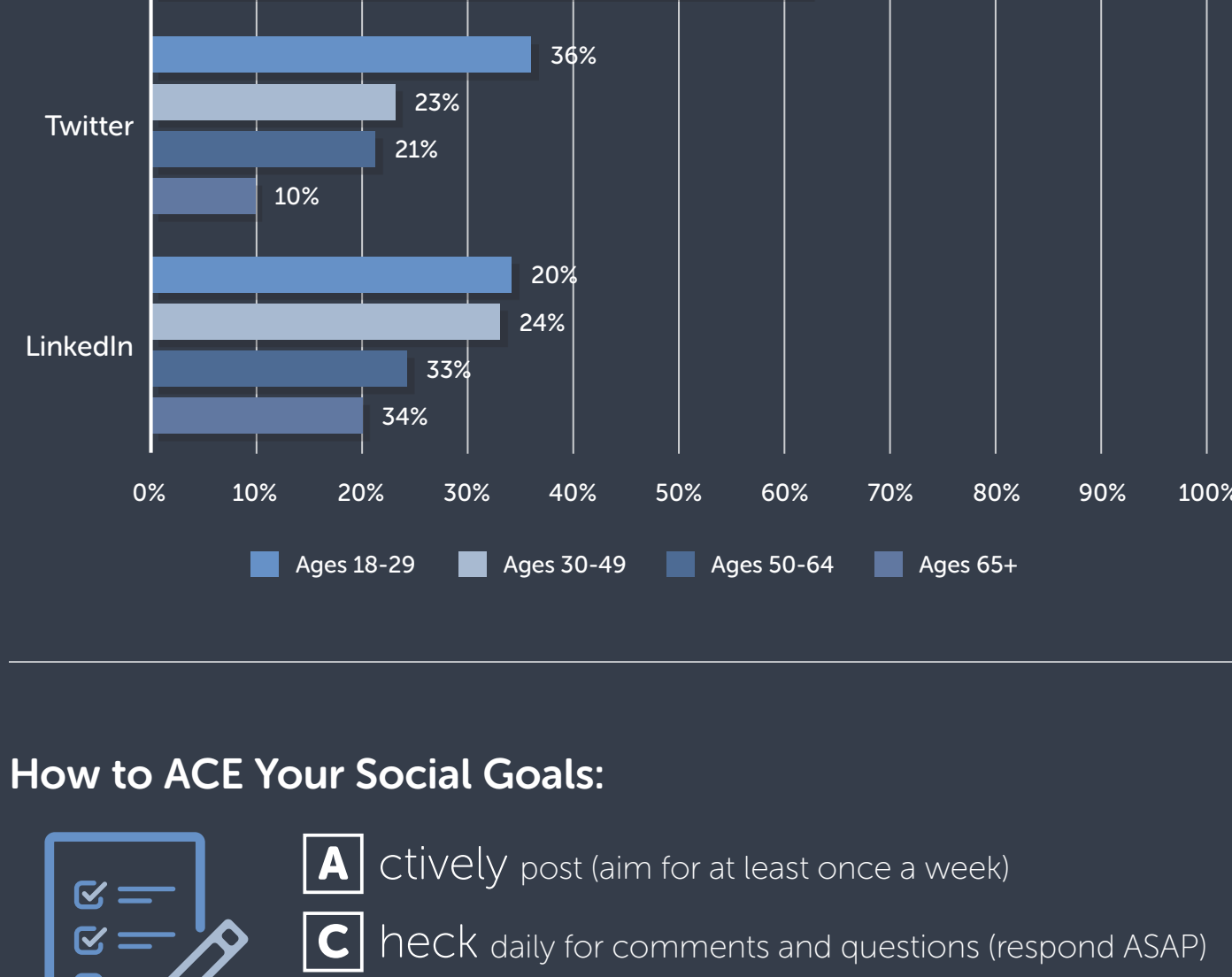
Who Uses Social Networks? 208.91 million Americans⁴



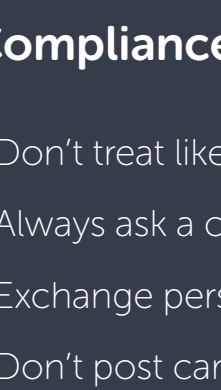
What Platform Should You Definitely Be On? Facebook — Almost 4 out of 5 people use it⁵



The Percentage of Social Media Users by Platform and Age⁶



How to ACE Your Social Goals:



- A** ctively post (aim for at least once a week)
- C** heck daily for comments and questions (respond ASAP)
- E** ducate and engage (avoid any type of hard sell)

Compliance Reminders:

- Don't treat likes, follows, and comments as permission-to-contact
- Always ask a commenter if you can contact them with more info
- Exchange personal info privately, not publicly
- Don't post carrier-specific names, logos, and product info without carrier approval



The Golden Rule: Treat your profiles as public relations tools, not product-pushing pages!

The Benefits of Using Social Media for Business:

Increases peoples' awareness of your brand and its value

Allows you to keep up to date with customers and vice-versa

Great way to distribute content and soft-sell your business services

Builds relationships with those you may not have met with otherwise

Discover more ways to get the word out about the value of life insurance and your services! Call **800-769-1847**.

Sources:

¹Educational Content Makes Consumers 131% More Likely to Buy [RESEARCH!]™ Conductor, 6 July 2016.

²2017 Insurance Barometer Study, Life Happens and LIMRA, 2017.

⁴Number of social network users in the United States from 2015 to 2022 (in millions)* Statista, 2017.

⁶Social Media Update 2016.* Pew Research Center, 11 Nov. 2016.

