

LIFE INSURANCE AWARENESS MONTH

Marketing Guide

Sharing the importance of life insurance
and your business in your community

Introduction

Every year, when the calendar flips to September, it marks the beginning of Life Insurance Awareness Month (LIAM). September brings about an annual collaboration effort when the industry comes together to share the importance of life insurance. Straightforward and often affordable, life insurance can provide an abundance of benefits to families and individuals alike, and help ensure loved ones are protected. This guide provides strategies, tips, and resources you can use to help share this important message.

Overview

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LIAM checklist



Download social media posts and schedule them in advance

Are your Facebook, Twitter, and LinkedIn profiles up-to-date with fresh content? Need resources? Visit our [shareable content page](#).



Update your social media cover images

LIAM logos and images are available to update your cover images and let your social media followers know that you're participating in LIAM to create some buzz and excitement. Hastags like #LIAM or #LIAM2023 are a way of creating more awareness and connecting your post to the larger conversation.



Order postcards

Stock up on postcards to send out to prospective and existing clients during LIAM! You may want to have a few extra pens handy, as well.



Take advantage of different client engagement opportunities

There are several things you can do this month, and every month, to help grow your business and expand your network.

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Leveraging social media efficiently and effectively

When used correctly, social media can be a game-changer. Social media allows people to interact on a more authentic, personal level, not only with their peers, but with different companies as well. Understanding the what, why, and how behind your interactions on social media, especially when it comes to speaking to prospective and existing clients, can be the difference between successful and unsuccessful networking and possibly even sales. Here are some best practices when it comes to using social media effectively. **Access these social media posts and other content by visiting the [shareable content page](#).**

Be authentic and consistent

At times, social media can seem like one big highlight-reel. But, remember; authentic beats aesthetic. People are interested in the real you and what you have to share. Be relatable; people like people who are like them. When building a network or following on social media, posting regularly helps you stay relevant and ensure your content stays fresh and is seen by as many people as possible.



Don't overdo it

Social media is not the place to bust out your most in-depth analysis. Depending on the platform, your social media posts should only be a few sentences long, at most. You only have a couple seconds to grab somebody's attention before they scroll right past your content. Share an astonishing statistic, or a beautiful and vibrant photo. Include a visual whenever possible and let the graphic tell the story.

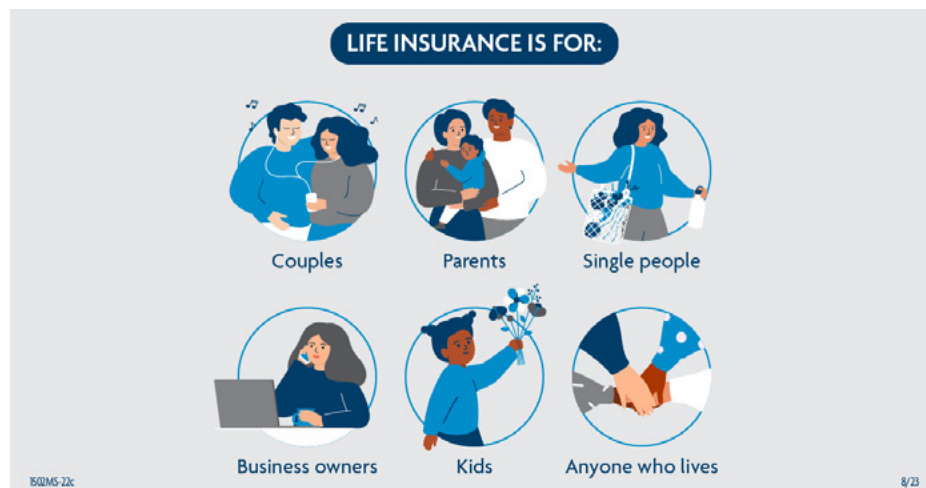
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Leveraging social media efficiently and effectively cont.

Avoid “product pushing”

Treat social media like real-life interaction. When you meet someone for the first time, are you quick to start talking about interest rates and premiums? Probably not. There are ways to share your business on social media without being overly sales-oriented. For instance, if your goal is to sell life insurance, share articles about healthy living, or speak to the importance of family and caring for loved ones. Maybe even share a little about your own family. You can position yourself as a resource without mentioning specific products.



Always answer the ‘what’s next?’

What action do you want people to take? Having a clear call-to-action can serve as a building block for almost any social media post. If you're looking for someone to contact you or reach out, state that. If you want someone to view an article or other piece of material, make sure it's easy to navigate to.

Other social media resources to download and share

Looking for posts on other topics you can share this month and beyond? Explore a variety of posts from prior campaigns and month's past.

- [CHILDREN'S TERM](#)
- [WOMEN AND LIFE INSURANCE](#)
- [BUSINESS INSURANCE](#)
- [FOREIGN NATIONALS](#)

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Postcard templates

Order our NEW postcard templates to connect with clients during Life Insurance Awareness Month (LIAM).



Steps for ordering postcards

- 1. Log into Supply Online.**
 - a. Access through MidlandNational.com
- 2. In the Product Search box, type 697MM-13 and click Search.** - The list of postcard options will appear.
- 3. For each design you want to order, type the quantity and click Add to Cart.** Note: The maximum quantity is 25 postcards per design.
- 4. Click the Checkout button at the bottom of the page.**
 - a. The Customization page appears. Enter your contact information so it will be printed on the postcards.
 - i. Note: The agent's license number is legally required for all customized pieces for the states of AR, CA, and TX.
 - ii. Note: Customization is free.
- 5. Click Save & Continue once you have your information entered into each customizable field.**
 - a. The Checkout page appears.
- 6. Confirm your order quantity and shipping information. Click Next.**
 - a. Shipping options appear. There is no charge for UPS Ground. For faster shipping, select another option and pay via credit card on the next page.
 - b. If you selected expedited shipping, a credit card payment page will appear.
 - c. Next to your postcard(s), click the orange **Check Your Proof** button to view a PDF and confirm your contact information is correct.
 - i. Click the back button on your browser to go back to the checkout page.
 - ii. If any changes are needed, click the **Edit Variables** button next to the postcard item in your cart.
- 7. To place the order, click Checkout.**

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Designs available for ordering



Life insurance. Simple process. Life changing results. (697MM-13a)

This is a great option for clients who may be hesitant about buying life insurance or have questions. It can help them understand that buying life insurance may be easier than they think.



Make life insurance a part of your retirement planning. (697MM-13c)

If you have clients who haven't put as much away for retirement as they'd like, this postcard serves as a conversation starter that will stand out in their mailbox.



Does your existing life insurance coverage still meet your needs? (697MM-13d)

As life changes, your client's coverage needs change too. Your clients may need additional coverage and not realize it. Talk with your clients today about whether their coverage is still working for them and if they could benefit from a permanent policy.

Finding the **right** life insurance
coverage for you and your family
has never been **easier**.



Place
stamp
here

Independent Agent | License #:

Phone:

Let me help. Contact me today to get started!

Important notes

- Be sure to include contact information for yourself and your insurance license # on the postcard.
- Use a postcard stamp to mail these to save money!
- Hand address or print address on labels to send.
- Consider writing a handwritten note!

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Client engagement ideas



Host an in-person event or lunch and learn

One of the best ways to meet and network with prospective and existing clients is to host an in-person event. It doesn't have to be over-the-top. A lunch and learn is a wonderful example that can provide a more informal and sociable space that differs from traditional classroom-style learning. They can also help break down initial introduction barriers and establish rapport with new faces. Providing some delicious food certainly doesn't hurt either!



Send a thank you to existing clients

LIAM shouldn't just be tailored to prospective clients. It's a fantastic month to also let your existing clients know how much you appreciate them! Sending simple things like a coffee gift card or another personalized gift to show your token of appreciation will not only help foster existing relationships, but opens the door for more to come. Your clients have an investment in you—it's time to invest back in them!



Instill confidence in Midland National

Midland National holds over 1 million life insurance and annuity policies with assets of over \$77 billion. Use our company strength brochure, now updated with new data, to show clients why they can have confidence in Midland National.

[DOWNLOAD FLYER](#)



Share our life insurance need calculator with your network

Looking for a free and easy way to add more value to your practice? Share our life insurance need calculator with your network to help grow your sales, and showcase it as a promotional value-add that you can offer clients and prospects. Share it on social media, add it to your website, or email it to your clients.

[VIEW NEED CALCULATOR](#)



Reach out to clients who have been on the fence about insurance

There are many individuals who may be on the fence about purchasing life insurance or don't know where to start. There is no better month to reach out to these people to instill confidence, answer questions, and work hand-in-hand with them through every step of the process. Life insurance can be simple, affordable, and easy. Sometimes, it just takes somebody telling them so.



Ask for a referral

One of the most effective marketing strategies that exists today? Word-of-mouth referrals! People are much more willing to buy a specific product or service when they're referred by a family member or friend. If you have clients who especially appreciate the help you've provided them, simply ask for a referral. Ask if they would be willing to share their satisfaction with others and encourage them to contact you. You'll be surprised at how fast your network may grow.

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