

Life insurance consumer marketing toolkit

At Securian Financial, we're committed to helping you succeed. This toolkit makes it easy for you to engage with both prospects and existing clients. Leverage the pre-built social posts and emails to help educate potential clients – and motivate them to purchase life insurance.

What's inside



Social media campaigns for Facebook and LinkedIn help educate prospects about the importance of life insurance and encourage them to start the purchasing process. Each post includes lead-in text and an image to help drive engagement.



The **prospecting email** outlines the benefits of life insurance to both prospects and clients, encouraging them to begin a purchase.



Social media marketing



Facebook and LinkedIn posts

How it works:

- Download and save images.
- Copy and paste text into the social media channel (Facebook or LinkedIn) and upload the corresponding image for each post.

Post 1

Why is life insurance so important? It tells your loved ones you want their future to be financially secure. I'm here to help you make that happen.

[Download image](#)



Post 2

Don't have life insurance? Protecting your loved ones with life insurance can be easy, fast and simple. And I'm here to help.

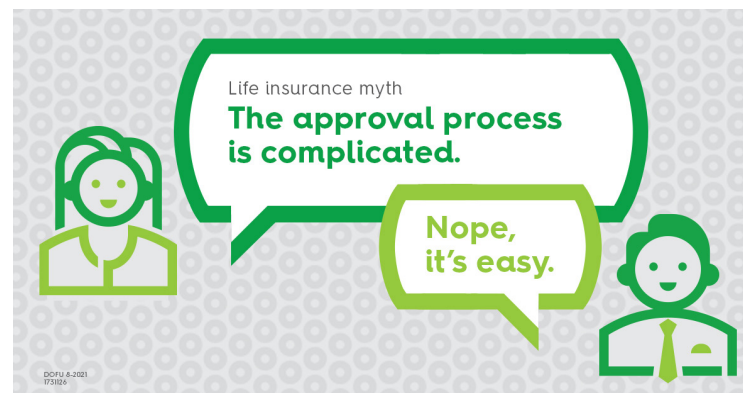
[Download image](#)



Post 3

Don't have life insurance? Protecting your loved ones with life insurance can be easy, fast and simple. And I'm here to help.

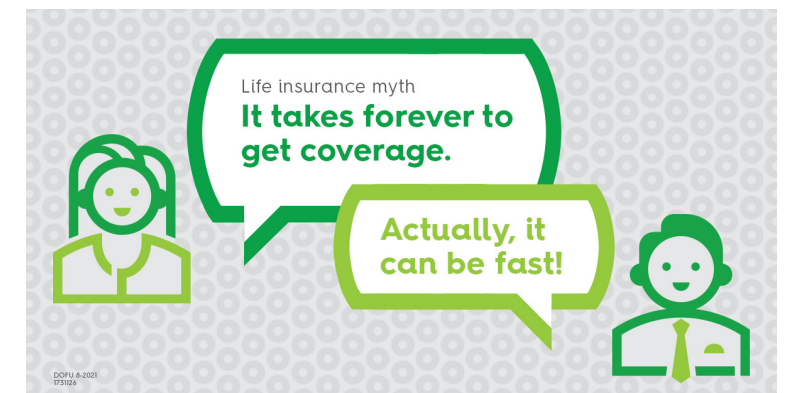
[Download image](#)



Post 4

Don't have life insurance? Protecting your loved ones with life insurance can be easy, fast and simple. And I'm here to help.

[Download image](#)



Social media marketing



Post 5

Anything big happen lately? When major life events happen, you may want to consider life insurance. Contact me today – let's discuss the coverage you need.

[Download image](#)



Post 6

Anything big happen lately? When major life events happen, you may want to consider life insurance. Contact me today – let's discuss the coverage you need.

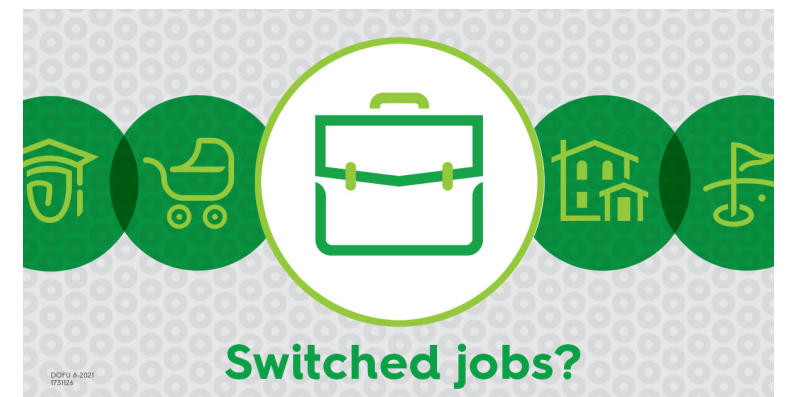
[Download image](#)



Post 7

Anything big happen lately? When major life events happen, you may want to consider life insurance. Contact me today – let's discuss the coverage you need.

[Download image](#)



Post 8

Life insurance can help prepare your loved ones for the future. So, when the unthinkable happens, they don't have to worry about finances. Let's chat – contact me today.

[Download image](#)



Post 9

Why is life insurance so important? It lets your loved ones know how much you care – by protecting their financial future, when you're no longer there. I'm here to help! Contact me today.

[Download image](#)



Email marketing



How it works:

- There are two email options and two file formats. Choose the email and download the zip file. Then select the file format for your email marketing process: HTML if you plan to send the email using a marketing platform such as Mailchimp® or Constant Contact or OFT if you plan to send via Outlook.
- Insert your logo and add the necessary information to the disclosure block: company name, contact information and marketing unsubscribe language.
- Enter the email's subject line.
Prospective client email:
Don't have life insurance? I can help.
Existing client email:
Any big changes since we last met? Let's talk.
- Select email recipients and send.

Prospective client email

[Download email](#)



Existing client email

[Download email](#)



Please keep in mind that the primary reason to purchase a life insurance product is the death benefit.

Life insurance products contain charges, such as Cost of Insurance Charge, Cash Extra Charge, and Additional Agreements Charge (which we refer to as mortality charges), and Premium Charge, Monthly Policy Charge, Policy Issue Charge, Transaction Charge, Index Segment Charge, and Surrender Charge (which we refer to as expense charges). These charges may increase over time, and these policies may contain restrictions, such as surrender periods. Policyholders could lose money in these products.

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Insurance products are issued by Minnesota Life Insurance Company in all states except New York. In New York, products are issued by Securian Life Insurance Company, a New York authorized insurer. Minnesota Life is not an authorized New York insurer and does not do insurance business in New York. Both companies are headquartered in St. Paul, MN. Product availability and features may vary by state. Each insurer is solely responsible for the financial obligations under the policies or contracts it issues.

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