





Pre-Built Consumer Prospecting Campaign

Topic: LTC vs CI – Which is Right for You?

PROMOTIONS/TACTICS

- Choose one or more of the items below to deploy per week
- This campaign can be completed weekly, monthly, or any time frame that works for your business.
- Note that there will be printing and postage costs associated with direct mail

WEEK	LINKEDIN	FACEBOOK	TWITTER	EMAIL	DIRECT MAIL
1	Did you know that an average couple that retires at age 65 today should expect to spend, on average, \$220,000 for out-of-pocket medical expenses during their #retirement years? Find out more https://goo.gl/OP7UDV	 http://bit.ly/2yin6d4	7 in 10 people who are 65 will need chronic illness care later in life. http://bit.ly/2yin6d4	Video: What does your client's Road to Retirement look like?.	Conversation starter: Long-Term Care illness expenses
2	Beyond 100 days, Medicare pays \$0 for #long-term care services. How will you pay for potential long-term care? http://bit.ly/2yin6d4	 http://bit.ly/2yin6d4	Medicare pays \$0 for long-term care services beyond 100 days. How will you pay for potential long-term care? http://bit.ly/2yin6d4	Help show prospects the realities of paying for Long-Term illness care ?	Conversation starter Risk of chronic illness expenses
3	Will you need long-term illness care? 7 in 10 people who are age 65 will need chronic illness care later in life http://bit.ly/2yin6d4	 http://bit.ly/2yin6d4	The number of Americans who need #long-term care will more than double by 2050. Will you be ready? http://bit.ly/2yin6d4	Email: Which one is right for you ? LTC vs CI protection ?	Flyer : Individual vs. Employer (Group) Life Insurance
4	The number of Americans who need #long-term care will more than double by 2050. Will you be ready? http://bit.ly/2yin6d4	 http://bit.ly/2yin6d4	Chronic illness riders for life insurance can help minimize financial strain due to a chronic illness by providing access to funds while LIVING. http://bit.ly/2yin6d4	Video- Address the need for coverage with Do Both Spouses Need Life Insurance ?	Conversation starter: life's unexpected expenses

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Week 1 Campaign Breakdown

Use these pages to see the breakdown of each week's promotions as shown on the calendar. Choose one or more of the items below to deploy per week. This campaign can be completed weekly, monthly, or any time frame that works for your business. Note that there will be printing and postage costs associated with direct mail.



1. LINKEDIN

Copy and paste this post on your Linked In page

Did you know that an average couple that retires at age 65 today should expect to spend, on average, \$220,000 for out-of-pocket medical expenses during their [#retirement](#) years? Find out more <https://goo.gl/OP7UDV>



2. FACEBOOK

Copy and paste image and link to Facebook

<http://bit.ly/2yin6d4>



3. TWITTER

Copy and paste into Twitter

7 in 10 people who are 65 will need chronic illness care later in life. <http://bit.ly/2yin6d4>



4. EMAIL

Click on this [link](#) to open the email #1 promoting a video that helps prospects discover how life insurance can help with the road to retirement. Copy and paste the text into your own email, customize the red areas and then send to prospective clients.



5. DIRECT MAIL

Download this [conversation starter](#) to address how potential long-term care expenses could be handled. Be sure to customize it with your contact information, then send it to prospective clients.

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Week 2 Campaign Breakdown

Use these pages to see the breakdown of each week's promotions as shown on the calendar. Choose one or more of the items below to deploy per week. This campaign can be completed weekly, monthly, or any time frame that works for your business. Note that there will be printing and postage costs associated with direct mail.



1. LINKEDIN

Copy and paste this post on your Linked In page

Beyond 100 days, Medicare pays \$0 for [#long-term care](http://bit.ly/2yin6d4) services. How will you pay for potential long-term care? <http://bit.ly/2yin6d4>



2. FACEBOOK

Copy and paste image and link to Facebook

<http://bit.ly/2yin6d4>



3. TWITTER

Copy and paste into Twitter

Medicare pays \$0 for long-term care services beyond 100 days. How will you pay for potential long-term care? <http://bit.ly/2yin6d4>



4. EMAIL

Click on this [link](#), scroll to email #2 which provides a conversation starter on how to address long-term care expenses. Copy and paste the text into your own email, customize the red areas and then send to prospective clients.



5. DIRECT MAIL

Download these [interesting facts](#) that address the costs associated with the chronic illnesses. Be sure to customize it with your contact information, then send it to prospective clients.








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Week 3 Campaign Breakdown

Use these pages to see the breakdown of each week's promotions as shown on the calendar. Choose one or more of the items below to deploy per week. This campaign can be completed weekly, monthly, or any time frame that works for your business. Note that there will be printing and postage costs associated with direct mail.

-  **1. LINKEDIN**
Copy and paste this post on your Linked In page
Will you need long-term illness care? 7 in 10 people who are age 65 will need chronic illness care later in life <http://bit.ly/2yin6d4>
-  **2. FACEBOOK**
Copy and paste image and link on Facebook
<http://bit.ly/2yin6d4>
-  **3. TWITTER**
Copy and paste into Twitter
The number of Americans who need [#long-term care](#) will more than double by 2050. Will you be ready?
<http://bit.ly/2yin6d4>
-  **4. EMAIL**
Click on this [link](#), scroll to email #3 which addresses LTC care options and solutions. Copy and paste the text into your own email, customize the red areas and then send to prospective clients.
-  **5. DIRECT MAIL**
Download the description of [individual vs group insurance](#). Be sure to customize it with your contact information, then send it to prospective clients.

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Week 4 Campaign Breakdown

Use these pages to see the breakdown of each week's promotions as shown on the calendar. Choose one or more of the items below to deploy per week. This campaign can be completed weekly, monthly, or any time frame that works for your business. Note that there will be printing and postage costs associated with direct mail.



1. LINKEDIN

Copy and paste this post on your Linked In page

The number of Americans who need [#long-term care](#) will more than double by 2050. Will you be ready? <http://bit.ly/2yin6d4>



2. FACEBOOK

Copy and paste image and link to Facebook

<http://bit.ly/2yin6d4>



3. TWITTER

Copy and paste into Twitter

Chronic illness riders for life insurance can help minimize financial strain due to a chronic illness by providing access to funds while LIVING.

<http://bit.ly/2yin6d4>



4. EMAIL

Click on this [link](#), scroll to email #4 which the need for spousal life insurance. Copy and paste the text into your own email, customize the red areas and then send to prospective clients.



5. DIRECT MAIL

Download this [conversation starter](#) to address life's unexpected expenses could be handled. Print and send it to prospective clients.

