

LIFE INSURANCE AWARENESS MONTH

How-To 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

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



Update your social media cover images

Update your cover images with LIAM logos and images, and even tell your social media followers that you're participating in LIAM to create some buzz and excitement. Use hashtags like #LIAM or #LIAM2022 as a way of creating more awareness and connect your posts to the larger conversation.



Look for opportunities in your community to sponsor events

Are there events happening in your community during September? Get involved! Ask about sponsorship opportunities or setting up booths at events. It's an easy and fun way to get involved in your community while marketing yourself and your services.

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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 that are like them. Also, be consistent. Don't post once and take a week-long break. When building a network or following on social media, posting regularly will help you stay relevant and ensure your content is being seen by as many people as possible. With the fast pace of social media, posts can become "old news" in a day, or even a few hours. So make sure your feeds are consistently updated with fresh content.



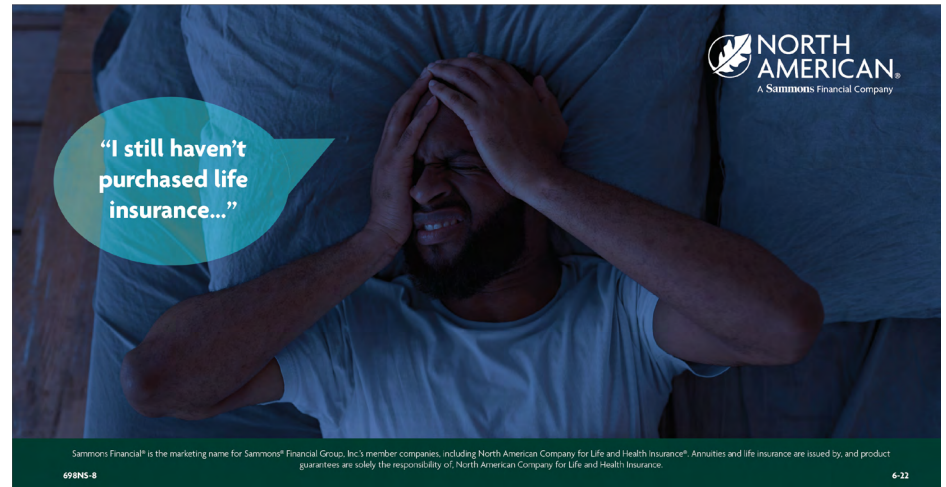
Don't overdo it

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. With the pace of social media today, and the short attention spans of users, you only have a couple seconds to grab somebody's attention before they scroll right past your content. Find something that would make another individual stop scrolling for a second. Share a quote, an astonishing statistic, or a beautiful and vibrant photo. Include a visual whenever possible and let the graphic tell the story.

Leveraging social media efficiently and effectively cont.

Avoid “product pushing”

It's entirely possible to sell on social media without ever mentioning products. 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, however, other ways to get your point across on social media, without creating a sales pitch. 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 ‘so what?’

Always remember the “why” behind your post. Why should somebody care? 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 and it can help guide your messaging. 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. Also, emotions are powerful. If you can speak to people's emotions, you're more likely to grab their attention. Remember, if you can't answer the “so what?” your target audience can't either.



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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!



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 let others know their satisfaction and encourage them to contact you. You'll be surprised at how fast your network may grow.

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