

INSURE YOUR LOVE

MARKETING GUIDE FOR PRODUCERS

FEBRUARY 2022

Introduction

Life Happens created and coordinates Insure Your Love month every February to remind Americans that the basic motivation behind the purchase of life insurance is love. It's a month when the industry comes together to share the message that getting life insurance is a simple and affordable way for consumers to protect the ones they love financially.

This guide provides strategies and tips you can use to participate in February's campaign. This year's theme is:

Love Beyond Words

The way you express your love each day, whether through words or actions, strengthens your relationships and makes those close to you feel valued. Love can be expressed in many ways: a knowing glance, a kind deed, shared memories, a thoughtful gift, or words of encouragement.

Getting life insurance is an expression of love that goes beyond words. It shows your loved ones—with certainty—that you care about protecting their future.

It's time to express love beyond words with life insurance.

We encourage you to follow us on social media to see and share the latest content and [sign up for our email list](#) to receive new resources and updates.

- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [LinkedIn](#)
- [YouTube](#)

Key Messages

How to talk about Insure Your Love 2022

- Insure Your Love month takes place every February, the month of love.
- Life Happens created and coordinates the Insure Your Love campaign to remind Americans that the basic motivation behind the purchase of life insurance is that you love someone and want to protect them financially.
- Life Happens' mission as a nonprofit organization is to empower consumers by educating them about life insurance and its related products so they can protect their loved ones.
- This year's Insure Your Love theme is: *Love Beyond Words*.
- Getting life insurance is an expression of love that goes beyond words. It shows your loved ones—with certainty—that you care about protecting their future.

How to Launch Your Insure Your Love Campaign

Get started right now with these quick steps

- **Visit the Insure Your Love campaign page on Life Happens Pro** and check out the new content: lifelifehappenspro.org/insureyourlove. Start getting an idea for what you want to share in February.
Note: [Log in](#) to your Life Happens Pro Plus or Premium account to download resources. The Lite version of Life Happens Pro does not give you access to the full suite of Insure Your Love content. If you don't have an account yet, [learn more here](#). If you're having trouble logging in or would like to know more about upgrading to Plus or Premium, contact support@lifelifehappenspro.org.
- **Use the official Insure Your Love logo on your website, email signature, or other marketing collateral** to show your support for the campaign. You are welcome to use the logo freely! [Download logo files here](#).
- **Get your social media channels ready** by [updating your profiles' cover photos](#) on Facebook, Twitter, LinkedIn and YouTube and build anticipation by announcing that you're participating in Insure Your Love month in February.
- **Use the #InsureYourLove hashtag** to amplify your reach and encourage your audience to get involved. Please use both upper and lowercase letters in your hashtags to improve accessibility. Feel free to use these hashtags immediately, no need to wait until February!
- **February is also Black History Month.** Take this opportunity to speak directly to the Black community about the importance of life insurance. We worked closely with our Diversity Advisory Group over the past year to create our [Diverse Voices collection](#). This content is evergreen and can be used in your content plan alongside all the Insure Your Love themed resources. Diverse insurance professionals are invited to join **Life Happens' new [Diverse Voices Facebook Group](#)**, where we engage the industry in discussion on how we can better reach diverse populations year-round.

Suggested Campaign Timeline

Use this sample plan to inform your marketing strategy

COMPLIANCE NOTE: *If you need to work with compliance to approve your content, please adjust the timeline as needed to plan your campaign in the appropriate amount of time for a February 1 launch.*

Week of January 3

- [Download all the new Insure Your Love content](#) from Life Happens Pro, which includes themed flyers, email templates, videos, social-media graphics, Real Life Stories and more.
- **Personalize the resources** by using your Plus or Premium account to add your logo, contact info, etc. Reach out with any questions to support@lifelifehappens.org.

Week of January 10

- Join us for a helpful overview of all the resources and how to get the most out of them in our **Insure Your Love Producer Webinar on Tuesday, January 11, 2022**, at 2 p.m. E. [Sign up now](#).

Week of January 17

- Download the [Insure Your Love Social Media Calendar](#) and schedule your posts for the month using our suggested graphics and captions, or adapt to fit your needs.
- Get acquainted with the helpful resources and tools on **Life Happens' website**, including our [Life Insurance 101](#) page, [Life Insurance Needs Calculator](#) and [Insure Your Love consumer landing page](#).

Week of January 24

- **Just one week to go!** Are you prepared? Let your clients and prospects know that Insure Your Love is coming soon by sending an **email announcement** (our [templates](#) are handy!) and posting to social media.

February 1

- **It's officially Insure Your Love month!** Share our *February is Insure Your Love month* graphics to social media and update your [cover photos](#) to make a splash on the first day of the month.
- Now is the time to **send your Insure Your Love emails to clients and prospects**, and don't skip the most important part: the follow-up phone call—or calls!
- Be sure to use the **#InsureYourLove** hashtag all month long on social media.

Week of February 7

- Share Life Happens' **new video PSA, [Dream On](#)**, with your clients and prospects. This emotional video really shows how life insurance can help those you would leave behind if something happened to you.
- Post one of our **new Insure Your Love [Life Hints](#)** to social media. These graphics are always some of our top performers on Life Happens' social channels thanks to their straightforward messages and illustrations.

Week of February 14

- It's **Valentine's Day**, the cornerstone of the month of love! Share this [themed animation](#) with your followers. At a quick seven seconds, it's the perfect "scroll-stopper" to use online.
- Participate in Life Happens' official **Insure Your Love Twitter Chat on Tuesday, February 15**. More details to come! Check out last year's results [here](#).

Week of February 21

- Have you shared our **[Real Life Stories](#)** with your clients and prospects yet? We've released two new stories for Insure Your Love that show real people who benefitted from life insurance. The [Schroeder](#) and [Mathews Dixon](#) stories are powerful demonstrations of the benefits of different types of policies. Have your own client success story to share? [We'd love to hear it.](#)

- **There's one week left of Insure Your Love!** Have you shared all the content you planned to? Take this opportunity to really push the importance of life insurance for the next few days and close out the month strong. Try sharing our [Life Insurance 101 video](#) and [corresponding brochure](#).

After February

- All of our campaign content is evergreen, so you can continue to make the most of our resources even when Insure Your Love has ended. Remind prospects and clients that **while February may be over, the need for life insurance is year-round.**
- **Share your success with us!** Email the Life Happens team at support@lifelifehappens.org with your successes, photos or metrics that we can share.

Questions?

Have questions about Insure Your Love month or want to tell us what you're planning?

- Contact the team at support@lifelifehappens.org.
- Have questions specifically about social media? Reach out to Corey Goodburn, Life Happens' Social Media Coordinator, at cgoodburn@lifelifehappens.org.
- Join our [email list](#) so you get the latest information on new content, webinars, and opportunities.

**Thank you for supporting Life Happens and Insure Your Love!
Together, we can help more people get the life insurance
coverage they need.**