

THE MANY APPLICATIONS OF LIFE INSURANCE

A PREBUILT SOCIAL MEDIA CAMPAIGN

People buy life insurance for a simple reason: to protect the ones they love. But your clients might not be aware of the full potential certain policies can offer, such as cash value accumulation, reducing tax exposure, supplementing a 529 plan, and more.

To help you connect with clients and spark the conversation, we've prepared a social media "campaign in-a-box" for your business. You'll find everything you need in this flyer. To maximize engagement, there are several best practices to be aware of:



- Post 2-3 times per week (any more and you risk overwhelming clients)
- While all these posts are Transamerica-approved, it's highly recommended you run the content by your compliance department before posting.
- Consider "boosting" these posts to increase their reach and engagement potential (See [course 301](#) on our Social Media University)
- If you need more assistance with your posts, see course 101 on our Social Media University at transamerica.com/lp/social-media-university.

GET STARTED NOW:

- Download the images
- Copy and paste the suggested text below to your social media platforms
- Upload the associated image to your post
- Publish and respond to any comments

COPY AND LINKS

LIFE INSURANCE AS AN ASSET

Did you know life insurance can be a useful way for foreign nationals to reduce their tax exposure? Message me to learn more.

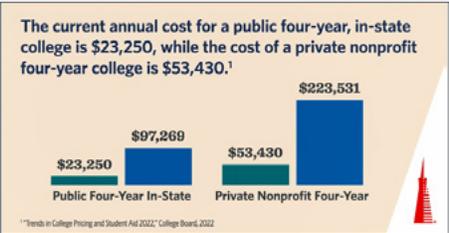
IMAGES



DOWNLOAD IMAGE



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<p>WHAT CAN YOUR POLICY DO?</p> <p>Life insurance provides crucial protection, but did you know some policies come with cash accumulation potential? Message me to see all the possibilities.</p>	 <p>TURN POSSIBILITIES INTO REALITIES</p> <p>Education Funding Money to Help Start a Business Retirement Support</p> <p>DOWNLOAD IMAGE</p>
<p>TACKLING COLLEGE COSTS</p> <p>Let's face it, college is expensive. There are many ways you can save for your child's education, including using cash value life insurance to help supplement a 529 savings plan. Message me to learn more.</p>	 <p>The current annual cost for a public four-year, in-state college is \$23,250, while the cost of a private nonprofit four-year college is \$53,430.¹</p> <p>\$23,250 \$97,269 \$53,430 \$223,531</p> <p>Public Four-Year In-State Private Nonprofit Four-Year</p> <p><small>¹Trends in College Pricing and Student Aid 2022, College Board, 2022</small></p> <p>DOWNLOAD VIDEO</p>
<p>THE BEST OF BOTH WORLDS</p> <p>Life is full of tough decisions, but life insurance doesn't have to be one of them. Message me to see how a cost-effective term and perm strategy might be right for you.</p>	 <p>BETTER TOGETHER: TERM + PERM</p> <p>TERM LIFE INSURANCE A cost-effective way to get covered now</p> <p>PERMANENT LIFE INSURANCE Life-long protection with cash value potential</p> <p>DOWNLOAD IMAGES</p>
<p>GET LAYERED PROTECTION</p> <p>Fall is the perfect layering season, and that applies to life insurance, too. Message me to see how a term and permanent strategy might be your perfect fit.</p>	 <p>LAYERED LIFE INSURANCE CAN HELP WITH</p> <ul style="list-style-type: none"> • Income Replacement • Debt • Mortgage • Dependents • Liquidity • Existing Insurance <p>DOWNLOAD IMAGE</p>

For more information on social media best practices:

🖱️ **Visit:** transamerica.com/lp/social-media-university for more social media support

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