

LIFE INSURANCE: MORE THAN PROTECTION

A PRE-BUILT SOCIAL MEDIA CAMPAIGN

Most people associate life insurance with a simple death benefit, but today's life insurance strategies can serve as a foundation for your clients' overall financial plan. The right policy can be used to assist in accumulating cash values, minimizing taxes, and supplementing retirement income — all while helping to mitigate risk.

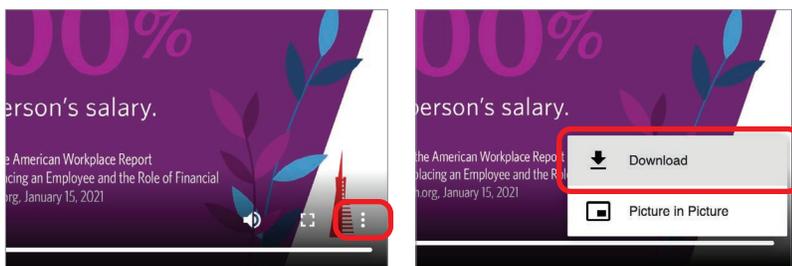


To help you connect with clients and get the word out that life insurance is more than protection, we've prepared a social media "campaign in-a-box" for your business. You'll find everything you need in this flyer. To maximize engagement, there are several best practices to be aware of:

- 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 and for more information on social media best practices, see course 101 on our Social Media University at transamerica.com/lp/social-media-university.

GET STARTED NOW:

- Download the images/videos
 - Download video by clicking on the three dots in the bottom-right part of the screen



- Copy and paste suggested copy to your social media platforms
- Upload downloaded image/video to post
- Publish and respond to any comments



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COPY AND LINKS

IMAGES

Life Insurance Top 10

Life insurance is so much more than protection for your loved ones. There are so many reasons to own life insurance. Message me to learn how it can fit into your overall financial plan.



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Life Insurance as Part of a Sound Financial Strategy

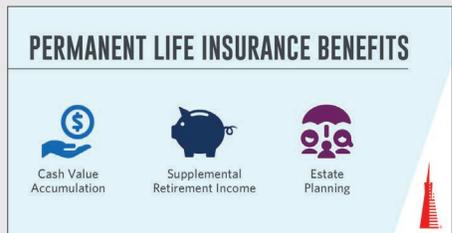
A permanent life insurance policy can be a key part of any financial strategy. It may reduce a client's overall tax burden and mitigate inflation. Message me to find out more.



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More Than Protection

Life insurance may provide more than just protection. Message me to learn more.



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Why Borrow from a Cash Value Life Insurance Policy?

A cash value life insurance policy helps avoid the pitfalls of borrowing from a 401(k) and provides other benefits, as well. Message me to learn more.



[DOWNLOAD VIDEO](#)

Learn more about the deeper applications of life insurance.

Visit: transamerica.com/insurance/individual-planning

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