

PROSPECTING MILLENNIALS

A PRE-BUILT SOCIAL MEDIA CAMPAIGN FOR YOUR BUSINESS

Did you know 79% of Millennials and Gen-Zers seek out financial advice from social media?¹ To help you reach these promising young clients, we collaborated with Erin Lowry, trusted financial translator to Millennials and Gen-Zers across the country.



To maximize your engagement with this burgeoning market segment, there are several 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 copy to your social media platforms
- Download the associated image, then add to your post
- Publish and respond to any comments

SUGGESTED POST COPY

ADVICE FROM ERIN

If you're a Millennial, life insurance might not be at the top of your list — but that doesn't make it any less important. Erin Lowry, personal finance expert and author of the Broke Millennial series shares her advice. Message me to learn more.

IMAGES

LIFE INSURANCE IS CHANGING



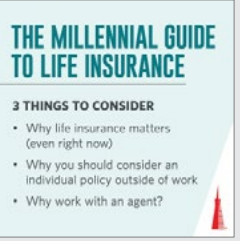

"People today support each other in so many ways. You don't have to be married or a parent to own life insurance. If anyone in your life depends on you, you need it."

Erin Lowry
Author, *Broke Millennial* Series,
Personal Finance Expert



[DOWNLOAD IMAGE](#)

¹"Nearly 80% of Young Adults Get Financial Advice From This Surprising Place," Forbes Advisor, 2023

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<p>QUESTIONS TO ASK</p> <p>Erin Lowry, author of the celebrated Broke Millennial series, shares her shopping list for that first life insurance policy. Message me to get all your questions answered!</p>	 <p>DOWNLOAD IMAGE</p>
<p>WHAT CAN LIFE INSURANCE DO FOR YOU?</p> <p>The many benefits of life insurance might surprise you. Here are nine ways life insurance can help you plan for and protect your future. Message me to find the perfect fit for your needs.</p>	 <p>DOWNLOAD IMAGE</p>
<p>MILLENNIAL GUIDE TO LIFE INSURANCE</p> <p>There are 53 million Millennials and Gen-Zers in the U.S. who need, or need more, life insurance.* Download our free guide to get common questions answered, then message me to explore options!</p> <p>* "LIMRA Barometer Study," LIMRA, 2023</p>	 <p>DOWNLOAD IMAGE</p>
<p>LIFE INSURANCE CHECKLIST</p> <p>Shopping for life insurance the first time can be overwhelming — that's normal! I'm here to help. Consider these questions then message me and we'll explore options to fit your needs.</p>	 <p>DOWNLOAD IMAGE</p>

For more information on social media best practices, please visit transamerica.com/social-media-university

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