

# GIVE YOUR CLIENTS THE BEST

## A PRE-BUILT SOCIAL MEDIA CAMPAIGN



After a recent run of glowing reviews for Transamerica Life Insurance, we've prepared a social media "campaign in-a-box" so you can share the buzz with your clients. You'll find what 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/#/](https://transamerica.com/lp/social-media-university/#/)

### GET STARTED NOW:



1.

Download the images



2.

Copy and paste suggested copy to your social media platforms



3.

Upload downloaded image to post



4.

Publish and respond to any comments

Download files for **LinkedIn** and **Facebook**:

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## COPY

### Top Recognition | Fueled by You

Did you know Transamerica life insurance has received top marks from Forbes, Business Insider, and USA Today? Message me to see why.

### Reliable Policy Illustrations

Did you know Forbes ranks Transamerica as tops for reliable life policy illustrations? Message me today to get a clear picture of your policy before you buy.

### Best for Living Benefits

Life insurance can provide far more than a simple death benefit. USA Today ranks Transamerica as best for living benefits. Message me today to learn more.

### Accurate Policy Performance

CNN ranks Transamerica as best for accurate life policy performance. Message me today to get a clear picture of your future policy.

### Best for Buyers in Their 50s

It's never too late to protect your loved ones. Forbes has named Transamerica as best for buyers in their 50s for term policies. Message me to learn more.

## IMAGES

Transamerica's life portfolio is consistently recognized among the **industry's best.**



“Transamerica is a **top choice** for reliable life policy illustrations”

— *Forbes Advisor*



“Transamerica **best among life insurers** for living benefits”

— *USA Today*



“Transamerica best for **accurate life policy performance**”

— *CNN*



“Transamerica **best for buyers in their 50s** for term policies.”

— *Forbes Advisor*



COPY	IMAGES
<p><b>Best for Foreign Nationals</b></p> <p>New to the U.S.? Business Insider has ranked Transamerica as the best option for foreign national life insurance. Message me to learn more.</p>	
<p><b>Best No-Exam Life Insurance</b></p> <p>Life insurance may be more cost-effective than you think. CBS News ranks Transamerica best for cost among no-exam life insurance companies. Message me to learn more.</p>	
<p><b>Best for Small Term Life Insurance</b></p> <p>CBS News ranks Transamerica as a top choice for small term life insurance. Get the protection you need today. Message me to learn more.</p>	
<p><b>Best No-Exam Life Insurance</b></p> <p>Our no-exam life insurance offers low rates, high coverage amounts, and a good choice of term lengths. Message me to see why Forbes ranked Transamerica 5 out of 5 stars.</p>	
<p><b>Still No. 1 in the Industry</b></p> <p>Transamerica offers the No. 1-selling index universal life insurance policy for the last 12 consecutive quarters. Message me today to see why so many customers are making it their top choice to protect their families.</p>	

**Don't forget your social graces.**

 **Visit:** [transamerica.com/lp/social-media-university/](https://transamerica.com/lp/social-media-university/)

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