

# A GIFT FOR LIFE PROSPECTING CAMPAIGN

## A PRE-BUILT SOCIAL MEDIA CAMPAIGN

Parents and grandparents want to do everything possible to position their children and grandchildren for success and happiness in their adult lives. Demonstrate the value of permanent life insurance for youngsters and help open sales opportunities by sharing these new social media posts with prospects and current clients.



To help you connect with clients, 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 some social media 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](#) at our Social Media University.
- If you need more assistance with your posts, see [course 101](#) at our Social Media University.

### GET STARTED NOW:

- Download the post design image
- Copy and paste suggested copy to your social media platforms
- Upload downloaded design image to post
- Publish and respond to any comments or messages

#### POST COPY

You can't predict the future, but you can certainly prepare for it. Message me to discuss how you can establish a lifetime of protection for your child and guarantee them more coverage regardless of their future health.

#### IMAGES



[DOWNLOAD POST](#)

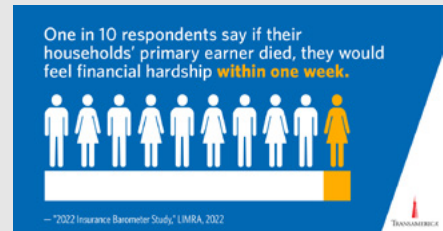


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## POST COPY

## IMAGES

Would your family be financially secure if you were to pass away unexpectedly? Message me and we'll talk through a few protection strategies.



[DOWNLOAD POST](#)

It's no secret that age and health are the two main factors for the cost of life insurance. Message me to discuss the value of establishing permanent life insurance while your children are young and healthy.



[DOWNLOAD POST](#)

The value of life insurance for a child extends far beyond lifelong financial protection alone. Message me to discuss the benefits clients have realized at some of life's biggest milestones.



[DOWNLOAD POST](#)

Grandparents want to be there every step of the way, but it's not always possible. Message me to discuss how to give the gift of lifetime life insurance protection and transfer wealth at the same time.



[DOWNLOAD POST](#)

Helping give your child a financial head start while teaching them the value of protecting their family and financial future may be easier than you think. No medical exam and no medical records are required on policies for kids up to \$500,000. Message me to see how.



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**For more information on social media best practices, please visit [Social Media University – Transamerica.](#)**

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