

# SMART SOCIAL MADE SIMPLE

A PREBUILT SOCIAL MEDIA  
CAMPAIGN FOR YOUR BUSINESS

**When it's time to celebrate a life and mourn the loss of a loved one, the focus should be on family and friends, not finding money to cover final expenses. Funeral costs can be an unpleasant surprise but, with a little preparation, your clients can provide peace of mind to the people they care about most when they need it most.**

*Transamerica's Final Expense Solutions Portfolio* offers a simple whole life solution for clients who want to remove the burden of final expenses from those they leave behind. And social media presents a great way to help those clients find the insurance they need.



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 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:

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



## COPY AND LINKS

## IMAGES

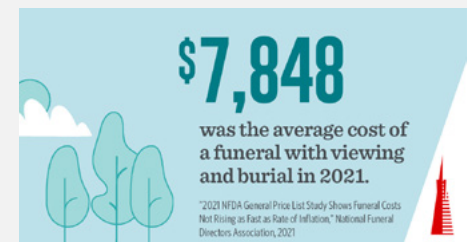
Give your family peace of mind with permanent life insurance. It's quick, convenient protection. Message me today to find out more and get started.



Everyone should be able to protect the ones they love. Message me today to discuss getting fast, convenient, guaranteed protection.



Make sure your final expenses are not a burden for your family. Message me today to find out how you can get fast, hassle-free protection to cover these expenses.



Prepare to help your family cover the expenses of your celebration of life. Make sure you have the life insurance coverage you need. Message me today!



Unlike an inheritance, final expenses are something none of us want to leave behind to a loved one. Message me today to protect those you care about.



## Authentic connections make lasting relationships.

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

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