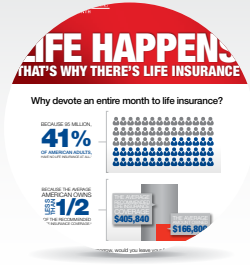


MARKETING TOOLKIT

QUESTIONS?

AgencyMarketing@Transamerica.com



PRE-APPROACH LETTERS

Customize these pre-approach letters and send to current and potential clients stressing the importance of life insurance. For additional impact, include one of the Life Happens Flyers.

CURRENT CLIENTS

POTENTIAL CLIENTS



LIFE HAPPENS FLYERS

These flyers illustrate the Life Happens campaign and the importance of life insurance. Attach to an email, print at www.taprinting.com and include with your pre-approach letter or hang them in your office.

50% OFF ALL LIAM ORDERS AT WWW.TAPRINTING.COM



PRINT ADS - BW & COLOR

Place these ads in your local publication to emphasize the importance of life insurance during LIAM. It's fully customizable and can also serve as a direct mail piece or handout. The ads are available in both color and black and white versions.



SOCIAL MEDIA TOOLKIT

This toolkit provides you with preapproved social media status updates for you to post on your social networks. Share the importance of life insurance protection with your online community. The Social Media Toolkit outlines 2-3 status updates for each week during LIAM.



AGENT CHECKLIST AND EMAIL COMMUNICATIONS TIMELINE

Use the email communications timeline below as a guide for creating touch points with your clients during LIAM. You'll be receiving the emails, from the home office, on the dates provided below. You'll then be able to forward the email onto your clients. The Facebook and Twitter posts are available in the Social Media Toolkit

SOCIAL MEDIA STATUS UPDATES

Refer to the Social Media Toolkit for status update content.

