



**Nationwide**<sup>®</sup>  
is on your side

LIFE INSURANCE AWARENESS

2015 INSURE YOUR LOVE MARKETING GUIDE

# Build awareness and your business this February

February is Insure Your Love month, making it a great time to promote life insurance to your clients as an important piece of a well-rounded financial plan — and to help increase your production. Finding the right coverage to meet their needs and budget is as simple as completing an online needs assessment. And the following outline and resources will help you create a complete marketing plan for getting the conversation started.

## CUSTOMIZE YOUR MARKETING PLAN

### 1. Create your plan

- Run a list of existing clients who don't have any life insurance coverage with your agency
- Also run a list of existing clients who do have life insurance with your agency, but who could benefit from a coverage review
- Plan your promotional activities
- Schedule an open house
- Order your marketing materials
- Consider social media in your marketing plan

### 2. Prepare yourself and your office

- Display marketing materials around your office
- Explore the life insurance information and tools on [nationwide.com](http://nationwide.com) (as shown on back)
- Familiarize yourself with the contents of the Life Insurance Review Kit

### 3. Kick off your promotional activities

- Send client mailings — emails, postcards and/or social media messages (as shown on back)
- Change your voicemail messages to mention life insurance
- Add an email footer to your outgoing messages
- Invite all associates in your office who currently own no or insufficient life insurance to complete the online needs analysis (or offer to do it on their behalf), followed by a mutual review to determine their best solution

### 4. Follow through on your marketing plan

- Use the “Life Insurance Review Kit” for every step of the process from reaching out to clients to closing the deal and thanking them for their business (as shown on back)
- Meet with all associates in your office to share how they've uncovered leads
- Integrate your marketing plan into your everyday activities

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# Available resources

Online client needs analysis tool found at: [nationwide.com/whatmattersmost](http://nationwide.com/whatmattersmost)

## ELECTRONIC TACTICS — connect with clients via email and social media and save on mailing costs

### Customer email



AGE-0152AO  
(Available on Marketing Storefront)

### Email taglines

AGM-0439AO  
(Available on Marketing Storefront)

### Social media messages

Contact your wholesaler for information on our preapproved Facebook, Twitter and LinkedIn messages.

### Webpage featuring



Link to Needs Analysis  
(Available at the bottom of the page on [nationwide.com/whatmattersmost](http://nationwide.com/whatmattersmost))

## PRINTED MATERIALS

### Poster



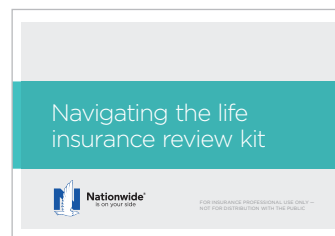
LAM-2311AO  
(Available on Marketing Storefront)

### Postcards



AGM-0438AO  
(Available on Marketing Storefront)

### Life Insurance Review Kit



K-AG-LIFEREVIEW  
(Available in Merrill)

**To order these materials, contact the Nationwide Financial Network® sales desk at 1-877-223-0795 or download them from Marketing Storefront where indicated.**

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