

Long-Term Care Awareness Month Marketing Plan

A week-by-week marketing plan to help you build awareness and make connections this Long-Term Care (LTC) Awareness Month. From starting the conversation to offering a solution, each week includes a sales tool to help you spark prospects' interest and build a relationship with them.

Pre-work: identify your target audience

Before putting this plan into action, identify your target audience. Our [SecureCare Prospect Profile Guide](#) is a great starting point.

Week 1: start the conversation

Kick off a social media campaign to encourage prospects to start thinking about the importance of having a care plan with our [LTC consumer marketing e-toolkit](#).

- Bonus point: Complement your social media campaign with a physical mailer: order our [Cost of Care consumer postcard](#) from our [fulfillment center](#) (SKU: 7177587), personalize it with your contact information, and mail it to a list of prospects.

Week 2: build awareness

Use our [Smart Planning for Care](#) video as an entry point into the world of LTC planning.

- Plus: Our [Care needs in retirement](#) brochure helps prospects understand the unique challenges women face when it comes to LTC.

Week 3: share the facts

Share the articles found at [securian.com/caregiving](#) with prospects to help deepen their understanding of key issues, such as: [5 questions to ask when considering long-term care insurance](#), [caregiver support](#), and more!

Questions?

Contact me today:

Week 4: bring it together

Help prospects transition from having an idea about how to pay for LTC to having a PLAN by sharing the [Why SecureCare? consumer brochure](#) with them.

- Another idea? Send prospects a mailer letting them know about the benefits of SecureCare Universal Life. You can order hard copies of a mailer from our [fulfillment center](#) (SKU: 87549123) or [download a fillable PDF version](#) of the mailer and print it yourself!

The rest is up to you!

Once you've executed this marketing plan – do it again!

Keep in mind that simply talking about long-term care with every client, regardless of age, is the best way to prospect for new sales. If you've never talked to younger clients about long-term care needs before, refer to our [LTC/CI planning for every life stage brochure](#) for conversation starters and potential solutions.

Ask clients what long-term care means to them, then follow their lead and listen to their concerns. Our [LTC/CI quick questionnaire](#) can help guide you through the conversation and gather the facts you need to make a recommendation.

Meeting with clients virtually?

Use our [How to write SecureCare remotely e-toolkit](#) to find the tools you need to support an entirely online sales process.

Please keep in mind that the primary reason to purchase a life insurance product is the death benefit.

Guarantees are based on the claims paying ability of the issuing company.

Life insurance products contain fees, such as mortality and expense charges, and may contain restrictions, such as surrender periods.

SecureCare may not be available in all states. Product features, including limitations and exclusions, may vary by state.

SecureCare Universal Life Insurance includes the Acceleration for Long-Term Care Agreement. The Acceleration for Long-Term Care Agreement is a tax qualified long-term care agreement that covers care such as nursing care, home and community based care, and informal care as defined in this agreement. This agreement provides for the payment of a monthly benefit for qualified long-term care services. This agreement is intended to provide federally tax qualified long-term care insurance benefits under Section 7702B of the Internal Revenue Code, as amended. However, due to uncertainty in the tax law, benefits paid under this agreement may be taxable.

Additional agreements may be available. Agreements may be subject to additional costs and restrictions. Agreements may not be available in all states or may exist under a different name in various states and may not be available in combination with other agreements.

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