

# LTC Awareness Month Marketing Plan

Use this turn-key marketing plan to help maximize your long-term care (LTC) prospecting efforts in November and beyond. From building awareness and generating leads to setting appointments and offering solutions, each week includes a sales strategy and tool to help you move prospects down the sales funnel.

## Pre-work: identify your target audience

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

## Week 1: start the conversation

Declining health and the rising cost of care are top concerns for many retirees. Start the conversation and let prospects know they have options.

- ✓ Kick off a social media campaign to encourage prospects to start thinking about the importance of having a care plan with our [LTC social media library](#) for consumers.
- ✓ **Bonus point:** When the posts spark interest, instead of trying to explain the importance of LTC, show it with the [Smart Planning for Care video](#).

## Week 2: build awareness

Keep the momentum going by initiating [an LTC consumer email marketing campaign](#) to continue crucial conversations and create awareness. Each campaign includes four pre-built emails plus a critical call-to-action.

- ✓ The [What's your care plan?](#) campaign is a great entry point into the world of LTC planning.
- ✓ **Bonus point:** Familiarize yourself with the [What's your care plan](#) infographic and review [costs of care](#) in your area.

## Week 3: share the facts

There's a lot to know about LTC – if prospects can answer some of their own questions before they meet with you, they'll be better positioned to accept your help.

- ✓ Share the articles found at [securian.com/caregiving](#) with prospects to help deepen their understanding of key issues.
- ✓ **Bonus point:** The article [5 questions to ask when considering LTC insurance](#)

---

Gain exclusive  
insider access

Call today for tips  
and hints to take your  
plan to the next level:

---

[options](#) is a powerful prologue to a first meeting.

#### **Week 4: bring it all together**

Help prospects transition from having an idea about how to pay for LTC to having a **PLAN**.

- ✓ Leverage the "Present solutions" consumer email marketing campaign to engage prospects with specific LTC solutions based on their needs.
- ✓ **Bonus point:** Use the [How to create a long-term care plan](#) worksheet with clients to understand their needs and concerns and be better positioned to offer a solution.

#### **The rest is up to you!**

Now that you've got the hang of it, keep educating your clients and prospects year-round.

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. Ask clients what long-term care means to them, then follow their lead and listen to their concerns.

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

Life insurance products contain charges, such as Cost of Insurance Charge, Cash Extra Charge, and Additional Agreements Charge (which we refer to as mortality charges), and Premium Charge, Monthly Policy Charge, Policy Issue Charge, Transaction Charge, and Surrender Charge (which we refer to as expense charges). These policies may contain restrictions, such as surrender periods.

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

SecureCare III™ includes the Acceleration for Long-Term Care Agreement and Extension of Long-Term Care Agreement. These two agreements are tax qualified long-term care agreements that cover care such as nursing care, home and community-based care, and informal care as defined in the agreement. These agreements provide for the payment of a monthly benefit for qualified long-term care services. These agreements are 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 these agreements may be taxable. Please ensure that your clients consult a tax advisor regarding long-term care benefit payments, or when taking a loan or withdrawal from a life insurance contract.

These materials are for informational and educational purposes only and are not designed, or intended, to be applicable to any person's individual circumstances. It should not be considered investment advice, nor does it constitute a recommendation that anyone engage in (or refrain from) a particular course of action. Securian Financial Group, and its subsidiaries, have a financial interest in the sale of their products.

**Insurance products are issued by Minnesota Life Insurance Company in all states except New York.** In New York, products are issued by Securian Life Insurance Company, a New York authorized insurer. Minnesota Life is not an authorized New York insurer and does not do insurance business in New York. Both companies are headquartered in St. Paul, MN. Product availability and features may vary by state. Each insurer is solely responsible for the financial obligations under the policies or contracts it issues.

Securian Financial is the marketing name for Securian Financial Group, Inc., and its subsidiaries. Minnesota Life Insurance Company and Securian Life Insurance Company are subsidiaries of Securian Financial Group, Inc.

**For financial professional use only. Not for use with the public.** This material may not be reproduced in any form where it would be accessible to the general public.

**Securian Financial Group, Inc.**  
[securian.com](https://www.securian.com)

400 Robert Street North, St. Paul, MN 55101-2098  
©2023 Securian Financial Group, Inc. All rights reserved.  
LTCMKTPANADV REV 6-2024 DOFU 10-2023  
3144838