

Present solutions

Consumer email campaign

How it works

1. Download the zip file with each campaign email and unzip the file (right click > extract all).
2. Select the appropriate file format HTML for marketing platforms such as MailChimp® or Constant Contact or OFT for Outlook
 - Please note: for use in Florida, please use the FL version of the email
2. Add the necessary information to the email:
 - Email greeting and signature
 - Add your company disclosures, if applicable
 - Examples include: a disclosure specific to your relationship (e.g. John Doe is a registered representative of ABC Financial), disclosing your “doing business as”, including your insurance license number, stating you have dual licensure or identifying additional designations or licensure
 - Update disclosure block with:
 - Company name and contact information
 - Marketing unsubscribe language. You may choose from one of the following:
 - Reply stop to this email to unsubscribe from future marketing emails
 - Unsubscribe (link to your marketing subscription center)
 - Manage your preferences for future marketing communications or unsubscribe from marketing emails by visiting our profile center.
 - Add approved subject line
3. Send the email to your contacts

Questions?

Contact the SecureCare Sales Support team:

Independent Brokerage

1-888-900-1962

Broker-Dealer

1-877-696-6654

SUBJECT LINE	LINK TO ZIP FILE
Your business can be good for your health	Download email 1
Smart move: Use business dollars to help fund LTC	Download email 2
Your HSA can help fund long-term care needs	Download email 3
What happens if your health changes as you age?	Download email 4

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.

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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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.

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