

Tools to Promote Your Agency During Life Insurance Awareness Month

Among back-to-school season, tailgating and the promise of cooler weather, September also marks the start of Life Insurance Awareness Month, a national campaign designed to educate consumers on the importance of life insurance and the financial protection that it can offer their loved ones.

At Frankenmuth Insurance, we recognize the importance of providing marketing support to our agency partners, and we're pleased to offer resources to help you guide your customers along the journey to financial well-being this month.

Life Materials Available for Print on Demand

Agents are encouraged to visit our new Print on Demand (POD) site to download and order professionally printed marketing materials to support your life insurance marketing efforts. We're pleased to offer:

- Sell sheets: Product sheets for agency use only that will help to educate agency staff on the benefits of a product.
- Co-branded materials: Tri-fold brochures with preselected areas to add an agency logo and contact information to aid agents in the presentation of a product to customers.

The site is accessible via iBIS under Resources/Marketing/Print on Demand. Orders are shipped directly to the agency within 7-10 business days. And, Frankenmuth Insurance will also provide up to 50 of each marketing piece per year at no cost to your agency. Plus, all agencies will also receive free shipping on all orders placed in 2018.

Take Your Efforts Further With Life Happens Pro

Agents may also choose to take advantage of the 2018 campaign resources available through Life Happens Pro to further promote their agency. It's easy to sign-up, and it's free when you select the basic membership. To get started, please [click here](#).

Life Happens Pro also offers Plus and Premium membership options that agents can purchase to unlock additional assets and features, such as the ability to download and customize infographics, flyers, brochures and other pieces with your agency's logo.

Don't forget to follow Frankenmuth Insurance's [Facebook](#), [Twitter](#), [LinkedIn](#) and [YouTube](#) pages for easy-to-share content to help you drive the conversation about the importance of life insurance on your agency's social media channels all month long.

Questions? Please feel free to email our team at marketing@fmins.com.