

SBLI[®]

Protect Gen X & Gen Y with SBLI Sales Program

Generational Target Marketing

Email Guidelines



One thing is certain,
Life Changes

Help solve insurance needs for the generations of today and tomorrow!

OVERVIEW

It is important to understand how best to connect with your target prospects to ensure your message will be heard. Gen X and Y consumers strongly prefer contact through digital platforms: either text, social media or email. While all these platforms are crucial in today's marketplace, email remains an effective messaging channel for reaching this target market.

99%

of email users
check their email every day.¹

59%

of respondents say marketing emails
influence their purchase decisions.¹

73%

of millennials **prefer communications from businesses to come via email.²**

Most people use email daily, making it a great form of communication between you and your prospects. It's a cost-effective solution to reach them where they are every day—their inbox. If you're looking for another effective communication tool to reach out to your prospects, email is a good option.

TOP 3 ADVANTAGES OF USING EMAIL

1. EASY TO GET STARTED

Email marketing doesn't require a huge team or a lot of technical expertise in order to be successful. We've made it even easier for you to get started with our turnkey email program.

2. TARGETED AND PERSONALIZED CONTENT

Email marketing allows you to segment your prospects into different lists and send personalized content based on their preferences. Enabling you to craft attention-grabbing subject lines, embed images that resonate with your prospects, and include valuable content that motivates your audience, email is a good channel to drive engagement.

3. OPTIMIZE YOUR TIME AND BUDGET

One of the most significant advantages of email marketing for small businesses is the efficient use of time and budget. Leveraging a professional email marketing campaign is not complicated, or time-consuming. Sending emails to many prospects is also highly cost-effective.


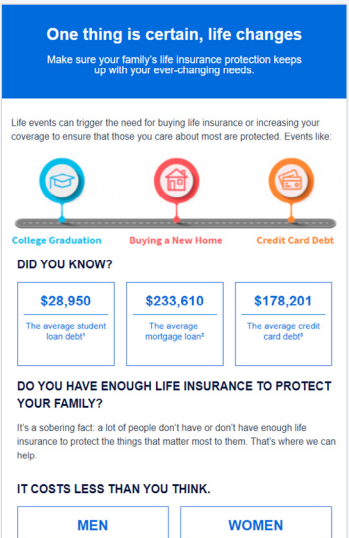
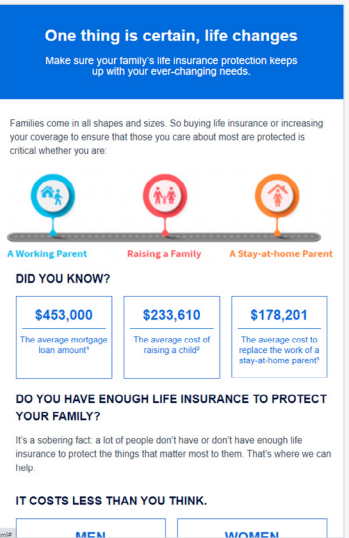
The advantages of email marketing are clear. But keep in mind it's best to employ an email strategy that provides relevant messaging when prospects are most strongly motivated to protect the ones they love. The most likely times Gen X and Y prospects will be shopping for and buying life insurance are when they experience life events such as buying a house, getting married, or starting a family. Using an email strategy that combines relevant messaging and life-event targeting can help provide you with a competitive advantage.

Protect Gen X & Gen Y with SBLI Sales Program Email Guidelines

HOW TO USE THESE EMAILS

These guidelines provide step-by-step instructions for using our series of customizable emails that are designed to help you target and attract specific prospect groups, including new families, families with debt, and under-protected families. The steps are as follows:

1. Identify and select your target prospect group
2. Source an email prospect list which matches these profiles
3. Use a subject line which draws their attention; we have provided examples below
4. Select the email that matches your target prospect group
5. Determine which email platform you are going to use and select the appropriate format
6. Customize your co-branded email by adding your logo and contact information; details are below
7. Send out the email; follow-up on any leads that you receive to help grow your business

	NEW FAMILY	FAMILY WITH DEBT	UNDER-PROTECTED FAMILY
TARGET PROSPECTS	<p>New families who have:</p> <ul style="list-style-type: none"> ■ Bought a house ■ Got married ■ Had a baby 	<p>Families who have debt:</p> <ul style="list-style-type: none"> ■ Graduates ■ Homeowners ■ Credit card users 	<p>Families who:</p> <ul style="list-style-type: none"> ■ Have children ■ Own a home ■ Are single or dual-income
SUBJECT LINE	Life changes. Are the things that matter to you most protected?	Life changes. Are the things that matter to you most protected?	Life changes. Are the things that matter to you most protected?
EMAIL	 <p>One thing is certain, life changes Make sure your family's life insurance protection keeps up with your ever-changing needs.</p> <p>Every life event can increase your need to protect the ones you care about. cost. If you've experienced these special moments, now is the perfect time to buy life insurance or increase your coverage.</p> <p>Getting Married Buying a House Having a Baby</p> <p>DID YOU KNOW?</p> <ul style="list-style-type: none"> \$233,610 The average cost of raising a child* \$453,000 The average mortgage loan amount* \$178,201 The average cost to replace the work of a stay-at-home parent* <p>DO YOU HAVE ENOUGH LIFE INSURANCE TO PROTECT YOUR FAMILY?</p> <p>It's a sobering fact: a lot of people don't have or don't have enough life insurance to protect the things that matter most to them. That's where we can help.</p> <p>IT COSTS LESS THAN YOU THINK.</p> <p>_____</p>	 <p>One thing is certain, life changes Make sure your family's life insurance protection keeps up with your ever-changing needs.</p> <p>Life events can trigger the need for buying life insurance or increasing your coverage to ensure that those you care about most are protected. Events like:</p> <p>College Graduation Buying a New Home Credit Card Debt</p> <p>DID YOU KNOW?</p> <ul style="list-style-type: none"> \$28,950 The average student loan debt* \$233,610 The average mortgage loan* \$178,201 The average credit card debt* <p>DO YOU HAVE ENOUGH LIFE INSURANCE TO PROTECT YOUR FAMILY?</p> <p>It's a sobering fact: a lot of people don't have or don't have enough life insurance to protect the things that matter most to them. That's where we can help.</p> <p>IT COSTS LESS THAN YOU THINK.</p> <p>MEN WOMEN</p>	 <p>One thing is certain, life changes Make sure your family's life insurance protection keeps up with your ever-changing needs.</p> <p>Families come in all shapes and sizes. So buying life insurance or increasing your coverage to ensure that those you care about most are protected is critical whether you are:</p> <p>A Working Parent Raising a Family A Stay-at-home Parent</p> <p>DID YOU KNOW?</p> <ul style="list-style-type: none"> \$453,000 The average mortgage loan amount* \$233,610 The average cost of raising a child* \$178,201 The average cost to replace the work of a stay-at-home parent* <p>DO YOU HAVE ENOUGH LIFE INSURANCE TO PROTECT YOUR FAMILY?</p> <p>It's a sobering fact: a lot of people don't have or don't have enough life insurance to protect the things that matter most to them. That's where we can help.</p> <p>IT COSTS LESS THAN YOU THINK.</p> <p>MEN WOMEN</p>
	New Family Email	Family with Debt Email	Under-Protected Family Email

GUIDELINES TO CUSTOMIZE YOUR EMAIL

To customize the selected email, your contact information should be added to the editable section at the bottom of the email. Additional guidance on how to add your logo is detailed below. These emails are available in either HTML formats for email marketing platforms or OFT formats for Outlook email.

Here's how to add your own logo to these assets:

ADDING THE LOGO BY EDITING THE HTML FILE

1. Open the html file in your text editor
2. Navigate to the custom logo section shown below (it should be just after line 1000)

```
<!--//////////////////////////////////// -->
<!--/// START YOUR LOGO SECTION  /// -->
<!--//////////////////////////////////// -->


<span class="show" style="display:none; float:left; line-height:0px; overflow:hidden">
</span>

<!--//////////////////////////////////// -->
<!--/// END YOUR LOGO SECTION  /// -->
<!--//////////////////////////////////// -->
```

3. Change the following section:

```
alt="YOUR LOGO" width="106" height="52" src="your_logo.png"
```

- alt="YOUR LOGO" change the words "YOUR LOGO" to your Company's name
- width="106" change this to the width in pixels of your logo file—should be no more than 200px
- height="52" change this to the height of your logo file—should be no more than 100px
- src="your_logo.png" change this to the URL and name of your logo file (e.g., "http://website.com/your_logo.png")

4. Save the HTML file and test it before sending

ADDING THE LOGO USING AN EMAIL PLATFORM, CLIENT, OR OTHER SOFTWARE

Simply replace the current placeholder image in the same way you normally would using your email editor.

Logo file requirements

- The logo file must be in either PNG, GIF, or JPG format.
- It should be no wider than 200px and the height should not exceed 100px.

LET US KNOW WHAT WE CAN DO TO HELP YOU PROTECT THE GENERATIONS OF TODAY... AND TOMORROW.



Call us:
1-888-224-7254 (option 1)



Email us:
brokerage@sbli.com



Visit our
Library of Resources

¹Source: optinmonster.com. 40+ Email Marketing Statistics You Need to Know for 2022 by Allison Hott, Jan. 7, 2022. ²Source: zetaglobal.com. How to Engage Millennials Through Email Marketing by Monica Daniels, Feb. 2, 2021. For the education of producers/brokers only. Not for use with the public. Policy Form Series: #B-56. SBLI is a registered trademark of The Savings Bank Mutual Life Insurance Company of Massachusetts, Woburn, MA. NAIC #70435. Licensed in 49 states and DC (excludes NY). Products and features may not be available in all states. © 2024 All rights reserved. 3/2024