



Protect Gen X & Gen Y with SBLI Sales Program

Generational Target Marketing

Social Media Kit



One thing is certain,
Life Changes

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



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OVERVIEW

It's important to understand how prospects want to shop for and buy life insurance, so you can meet them where they want to be met. The communication methods that people respond to—especially among Gen X and Y—have changed dramatically over the last few years. Social media platforms have become mainstream and are essential for any effective communication strategy when targeting younger generations.

Gen X and Y consumers strongly prefer to connect through digital platforms: either text, social media or email. Developing or enhancing your social media activity can help give you a competitive advantage by connecting through channels your prospects prefer to use.



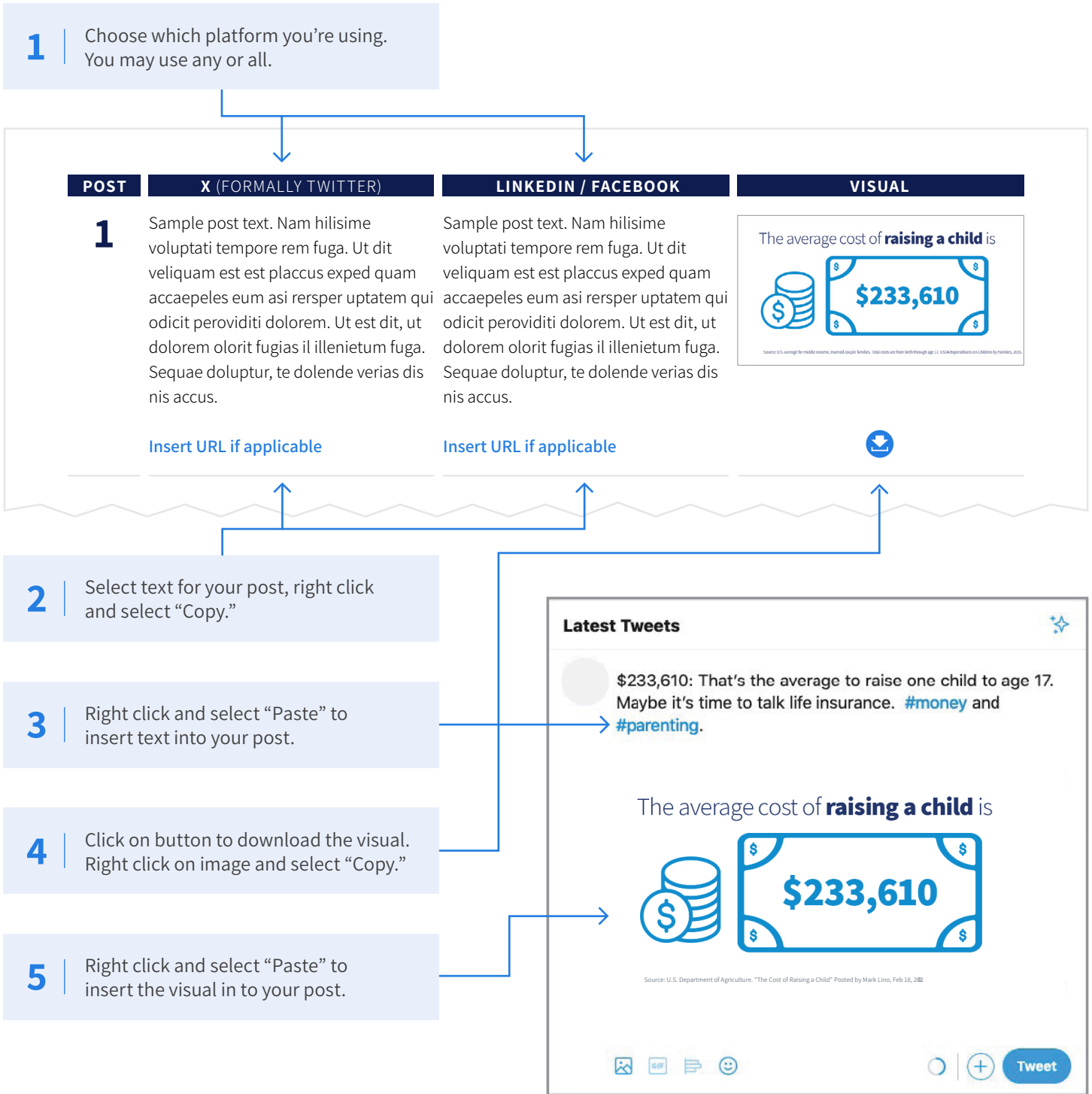
Get more social media insights with the Protect Gen X & Gen Y with SBLI Sales Program Field Guide.

The **Protect Gen X & Gen Y Social Media Kit** is a step-by-step guide with ready-to-use content that has been designed to help you harness the potential of social media and help you grow your business.

For more prospecting tools visit **our library of resources.**



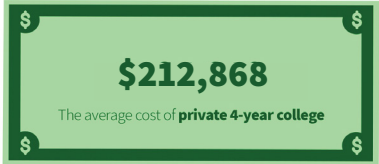





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In just five simple steps, you'll boost your social media presence. Timing is up to you, but we recommend posting at least twice a week.



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CONTENT PAGE 1

POST	X (FORMALLY TWITTER)	LINKEDIN / FACEBOOK	VISUAL
1	<p>\$233,610: That's the average cost to raise one child to age 17. Maybe it's time to talk life insurance. #money #parenting</p>	<p>DID YOU KNOW? The average cost to raise one child to age 17 is \$233,610. Think about that. If you have two kids, that's half-a-million bucks just to get them through high school! That's a pretty good reason to think about life insurance.</p>	<p>The average cost of raising a child is</p>  <p>Source: usda.gov. U.S. Department of Agriculture. The Cost of Raising a Child posted by Mark Lino, Feb 18, 2020.</p>
	<p>Insert URL if applicable</p>	<p>Insert URL if applicable</p>	
2	<p>Thought for the day: college isn't cheap. But life insurance can be. Make a small investment in your family's future. Be sure your loved ones are protected. #money #college #kids</p>	<p>The average cost of private 4-year college is \$212,868. So if college is in your children's future, life insurance should be in your financial plan today. Be sure your loved ones are protected.</p>	 <p>Source: educationdata.org. Educational Data Initiative: Average cost of college & tuition by Melanie Hanson, Jan 27, 2022.</p>
	<p>Insert URL if applicable</p>	<p>Insert URL if applicable</p>	
3	<p>Life can change fast, so ask yourself, "are the things that matter most to me protected?" Let's review your life insurance. #lifeinsurance #term life #money #GenX #GenY</p>	<p>Life can change fast, so ask yourself, "are the things that matter most to me protected?" Know how much you need and take action. Let's review your life insurance.</p>	 <p>Getting Married Buying a House Having a Baby</p>
	<p>Insert URL if applicable</p>	<p>Insert URL if applicable</p>	
4	<p>Thinking about buying a house? You may want to think about life insurance. Your loved ones will thank you. Let's talk soon. #realestate #family #GenX #GenY #money</p>	<p>The average homeowner may not have enough life insurance to cover it. So if you're thinking about buying a house, you may want to think about life insurance. Let's talk soon.</p>	 <p>Source: CNBC.com. The average size of a new mortgage just set a record...by Diana Olick, Feb. 16, 2022.</p>
	<p>Insert URL if applicable</p>	<p>Insert URL if applicable</p>	

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CONTENT PAGE 2

POST	X (FORMALLY TWITTER)	LINKEDIN / FACEBOOK	VISUAL						
5	<p>57% of all households would be in financial crisis within 6 months of a primary wage earner's death, but you can be prepared for the unexpected. Be sure your loved ones are protected. #whylifeinsurance #lifechanges #familymatters</p> <p>Insert URL if applicable</p>	<p>57% of all households would be in financial crisis within 6 months of a primary wage earner's death, but you can be prepared for the unexpected. Now's the time to know how much you need to protect your loved ones. Be sure your loved ones are protected.</p> <p>Insert URL if applicable</p>	<p>57% would be in financial crisis within 6 months</p> <table border="1"><tr><td>1 week</td><td>21%</td></tr><tr><td>1 month</td><td>21%</td></tr><tr><td>6 months</td><td>15%</td></tr></table> <p>Source: As per respondents ages 18-52 to the surveys in the LIMRA 2018 Insurance Barometer Supplemental Data Report.</p> <p>Source: As per the respondents to the surveys in the LIMRA 2018 Insurance Barometer Study, Supplemental Data.</p>	1 week	21%	1 month	21%	6 months	15%
1 week	21%								
1 month	21%								
6 months	15%								
6	<p>More than 2 in 5 people say they wish their spouse / partner would buy more life insurance. Hmm... something to think about. #lifeinsurance #money #GenX #GenY</p> <p>Insert URL if applicable</p>	<p>More than 2 in 5 people say they wish their spouse/partner would buy more life insurance. Maybe it's time to ask your loved one if you have enough. And when you're ready to act, we can help.</p> <p>Insert URL if applicable</p>	<p>More than 2 in 5 wish their spouse/partner would buy more LIFE INSURANCE</p> <p>Source: As per respondents ages 18-52 to the surveys in the LIMRA 2018 Insurance Barometer Supplemental Data Report.</p> <p>Source: As per the respondents ages 18-52 to the surveys in the LIMRA 2018 Insurance Barometer Study, Supplemental Data.</p>						
7	<p>Any parent will tell you: raising kids isn't always easy or cheap. Fortunately, getting life insurance can be both! Let's connect. #lifeinsurance #money #kids</p> <p>Insert URL if applicable</p>	<p>Have you thought about everything it takes to raise a family? Be sure to include life insurance on that list. And when you're ready to make the whole process easy and affordable, we're here to help. Let's connect.</p> <p>Insert URL if applicable</p>	<p>The average cost of raising a child is</p> <p>Source: usda.gov. U.S. Department of Agriculture. The Cost of Raising a Child posted by Mark Lino, Feb 18, 2020.</p>						
8	<p>90% of Americans believe a family's primary wage earner should own life insurance. Do you? Let's review your needs. #lifeinsurance #family #money #kids</p> <p>Insert URL if applicable</p>	<p>It's a fact: 90% of Americans believe a family's primary wage earner should own life insurance. Do you? Let's review your needs.</p> <p>Insert URL if applicable</p>	<p>90% think a family's primary wage earner needs LIFE INSURANCE</p> <p>Source: 2018 Insurance Barometer Study, LIMRA.</p> <p>Source: 2018 Insurance Barometer Study, LIMRA.</p>						

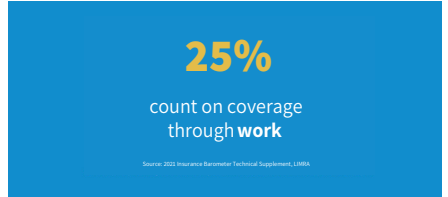
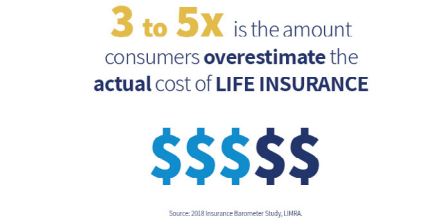
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CONTENT PAGE 3

POST	X (FORMALLY TWITTER)	LINKEDIN / FACEBOOK	VISUAL
9	<p>Fun fact: most people believe life insurance costs way more than it actually does. The truth is, it can be super affordable! Let's talk. #lifeinsurance #family #money #kids #GenX #GenY</p>	<p>MYTH: It costs a lot to get life insurance. FACT: You can get life insurance for much less than you think! Let us help you find an affordable solution that's right for you.</p>	<p>3 to 5X is the amount consumers overestimate the actual cost of LIFE INSURANCE</p>  <p><small>Source: 2018 Insurance Barometer Study, LIMRA.</small></p> <p>Source: 2018 Insurance Barometer Study, LIMRA.</p> 
10	<p>Did you know stay-at-home parents might have a great need for life insurance? Be sure your loved ones are protected. #money #family #lifeinsurance #GenX #GenY</p>	<p>Know a stay-at-home parent? What you might not know is how much they really need life insurance to protect their family. Fortunately, we can help.</p>	 <p>\$178,201</p> <p>The average cost to replace the work of stay-at-home parent</p> <p><small>Source: How Much Is a Stay-at-Home Parent Worth? by Porsche Moran, Oct 29, 2021</small></p> <p>Source: salary.com. How Much Is a Stay-at-Home Parent Worth? by Porsche Moran, Oct 29, 2021.</p> 
11	<p>Need another reason to think about life insurance? Here you go! Let's connect. #lifeinsurance #money #GenX #GenY</p>	<p>If you have a house, you really should have life insurance. With the average new loan amount in the US of \$453,000, it's important to make sure the ones you love have the coverage they need to keep their home. Let's connect.</p>	 <p>The average new mortgage loan amount is \$453,000</p> <p><small>Source: Average mortgage cost, National Mortgage Settlement (NMSL), Federal Housing Finance Agency, Dec. 2017</small></p> <p>Source: usda.gov. U.S. Department of Agriculture. The Cost of Raising a Child posted by Mark Lino, Feb 18, 2020.</p> 
12	<p>No matter where life takes you, life insurance can help you protect the things that matter most. Let's review your needs. #lifeinsurance #money #GenX #GenY</p>	<p>No matter where life takes you, be prepared to protect the things—and the people—that matter most. Find out how much life insurance your changing life needs. Let's review your needs.</p>	 <p>Getting Married Buying a House Having a Baby</p> <p>Source: 2018 Insurance Barometer Study, LIMRA.</p> 

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CONTENT PAGE 4

POST	X (FORMALLY TWITTER)	LINKEDIN / FACEBOOK	VISUAL
13	Have life insurance through work? Ever think about what would happen if you left your job? Let's talk. #lifeinsurance #family #money #kids	Have life insurance through work? Did you know if you leave your job, your insurance might not come with you? Find out why having your own life insurance just makes more sense. Let's talk.	 <p>Source: 2021 Insurance Barometer Technical Supplement, LIMRA.</p>
14	63% of Americans believe life insurance is too expensive. But the truth is, it's probably more affordable than you think. Be sure your loved ones are protected. #lifeinsurance #family #money #kids #GenX #GenY	63% of Americans believe life insurance is too expensive. But the truth is, it's probably more affordable than you think. We can show you how to get the most for your money.	 <p>Source: 2018 Insurance Barometer Study, LIMRA.</p>

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.

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