

6 Marketing Tips for the 2021 Insure Your Love Campaign

Each person has a unique reason for getting life insurance, but those reasons can be distilled into one: They love someone and want to make sure they are protected financially. (Or they love an organization, like a charity or their business!)

That's why **Life Happens** created and coordinates the **Insure Your Love** campaign each year. We launch it in February, the "month of love," but all the resources are evergreen, so it's a campaign that can be used all year long.

This year's theme is "Life insurance: A simple act of love." The message of the theme is:

Here's to appreciating all the little things we do and those everyday moments that shape our lives and give it meaning. In fact, our days are often filled with simple acts of love, one followed by another, that over time create a better future.

Getting life insurance is like that, too. It's a simple act you can take today to ensure your loved ones are protected financially tomorrow.

It's time to protect those everyday moments with life insurance.

Here are 6 tips to help you take advantage of all the new Insure Your Love resources:

1. Be choosy!

Go to the Insure Your Love landing page at <https://company.lifehappenspro.org/insure-your-love> and choose the marketing resources that fit your marketing goals from the new "Life insurance: A simple act of love" theme. These include videos, digital flyers, email templates, social-media graphics and a calendar of posts. (You can also select an alternative theme from our "best of" evergreen resources from previous campaigns.)

2. "Own" the resources.

All these resources can be customized and adapted to fit your company's specific marketing, branding and compliance needs—from logo to colors to wording. Choose what works, and let Life Happens and the platform help you customize the resources to meet your branding and compliance needs. If you have any questions or would like help customizing resources, send your request, company logos, brand guide and desired completion date to Erik Svensson at esvensson@lifehappens.org.

3. Old school can be cool.

We know our digital resources are a hit—increased demand for email templates is just one example. But there is also something to be said for breaking through with old-school marketing outreach like flyers and brochures.

4. Let Life Happens be your social-media guru.

We created a month of social-media posts with suggested graphics and captions for each workday. All the posts can be adapted as you see fit. These work on corporate social-media sites, and the complete calendar is hands-down our most popular resource with producers. [Click here.](#) (Also note, we can adapt the calendar specifically for your company. Again, reach out to Erik Svensson at esvensson@lifehappens.org for assistance.)

5. Use the #InsureYourLove hashtag on your social-media posts.

Include the hashtag on all of your posts to join the larger conversation about the importance of “Love Insurance.” We’ll also keep you posted on the date for our next Twitter Chat during February.

6. Don’t stop!

It takes a lot of time and energy to get a campaign up and running. That’s why all our Insure Your Love resources are evergreen. If you get your campaign underway and see something is really taking off—keep using it!

Know that we are here to help! Contact Erik Svensson at esvensson@lifehappens.org with any questions.