

# WORKSITE MARKETING MAP FOR LIFESECURE'S ANCILLARY INSURANCE

This map can help you create a custom communication plan and put you on the path to a successful enrollment. Just follow a few simple steps and work with your agent to decide which materials are right for you. Using a variety of communication tools – such as customizable flyers, posters and emails, videos, or live educational meetings – can help your employees better understand their benefit options.

## Step 1. ANNOUNCING THE OFFER

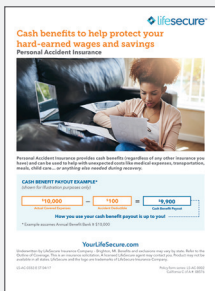
LifeSecure can provide customized content for use in employee communications, as well as a link into a secure portal where employees can quote and apply online.



## Step 2. BUILDING AWARENESS

Continue communicating with employees 1-2 weeks before enrollment with a variety of messages and communication methods. Order sales brochures and customized marketing materials.

Examples of pre-enrollment items include:



Benefit Payout Example



How to Choose Your Plan



Why Should You Consider...?

*These items are available as flyers, posters & emails and can be customized. Contact your agent to see what's available.*

## Step 3. IT'S TIME TO ENROLL!

Schedule employee meetings (or webinars) and provide instructions for applying online.



Meeting Resources



Get Started: How to Apply



Product Overviews, Rates & Educational Materials\*

*\*These items vary by state*

## Step 4. ALMOST DONE

Provide employees with a reminder message to apply for coverage during the final week of enrollment.

*This item is available as a flyer or email and can be customized.*

