

# Simply Speaking

## How to use the “Veterans Funeral Benefits Infographic”

There are many funeral benefits for which veterans may be eligible, but unfortunately many veterans and their families aren't aware of the benefits, and if they are, they aren't sure where to begin to find out about them. This infographic provides a clear, easy-to-understand list of funeral and burial benefits for veterans and their spouses along with what they need to prove their veteran status and where to go to get started planning — a great resource for every funeral home.

With clear and concise information targeted to veterans, this piece will be a valuable addition to your marketing efforts.

- Send the infographic in an email to families you've served; see sample email below
- Post it on your website; see sample post below
- Promote it in your social media feeds; see best practices and sample posts below
- Consider creating paid digital ads to run on social media to promote the infographic; some targeted social media ads could cost as little as \$5 for a targeted demographic of 5,000 people of a particular age range in your location



*The digital marketing materials are designed to help families understand the benefits of planning and funding their funerals in advance. They provide increasing detail, moving consumers along the decision continuum. Use the following best practices to share this valuable information with the families you serve.*

### Website Post

- Keep it simple and scannable; readers should be able to view and act on your post within 10 seconds
- Use informal writing so the reader can relate to your post
- Use strong action verbs
- Keep paragraphs at two sentences max

#### SAMPLE WEBSITE POST:

Veterans and their spouses are entitled to special funeral and burial benefits. [View this informative infographic](#) to learn more about specific veteran benefits, how to prove veteran status, the overall process, and how to get started.

[Hyperlink the text “View this informative infographic:”  
[https://www.globalatlantic.com/sites/default/files/upload/files/landing\\_pages/Veterans\\_Funeral\\_Benefits\\_Infographic.pdf](https://www.globalatlantic.com/sites/default/files/upload/files/landing_pages/Veterans_Funeral_Benefits_Infographic.pdf)]

## Emails

- Write clear subject lines
- Address your reader by name
- Keep the content short and sweet – make sure it's scannable
- Deliver a strong call to action
- Say “thank you”

### **SAMPLE EMAIL TO A FAMILY YOU’VE SERVED:**

**Subject:** Special funeral and burial benefits for veterans

**Body:**

Hello [Customer Name],

Preplanning your funeral is a critical step in protecting your family from unnecessary emotional and financial burden during a time of grief, especially for our service-men and -women. The U.S. government provides a number of benefits to our vets, and those benefits vary based on whether you choose to be buried in a national or private cemetery. [View an informative infographic](#) about the preplanning and funding process for veterans to learn more.

Please let me know if I can answer any questions for you. Thank you.

[Your signature and contact info]

[Hyperlink the text “View this informative infographic:” [https://www.globalatlantic.com/sites/default/files/upload/files/landing\\_pages/Veterans\\_Funeral\\_Benefits\\_Infographic.pdf](https://www.globalatlantic.com/sites/default/files/upload/files/landing_pages/Veterans_Funeral_Benefits_Infographic.pdf)]

## Facebook Posts

- Keep Facebook posts between 40 and 80 characters – this could increase engagement by 86%
- Questions perform well on Facebook, but try to keep them short
- Keep hashtags to a minimum
- Add an image or video to your post to double engagement
- The ideal image size for Facebook posts is 1,200 x 628 pixels

**SAMPLE POST** (copy and paste all text and the URL into Facebook, which will include a thumbnail image automatically):

What special funeral and burial benefits can veterans and their spouses receive? [View this infographic](#) to find out.

[https://www.globalatlantic.com/sites/default/files/upload/files/landing\\_pages/final/veterans\\_funeral\\_benefits.html](https://www.globalatlantic.com/sites/default/files/upload/files/landing_pages/final/veterans_funeral_benefits.html)

### **Here’s what your Facebook post would look like:**



## LinkedIn Posts

- Keep posts between 50 and 100 characters
- Avoid question marks
- Use exclamation points
- The ideal image size for LinkedIn posts is 552 x 368 pixels

**SAMPLE POST** (copy and paste all text and the URL into LinkedIn, which will include a thumbnail image automatically):

Veterans and their spouses are entitled to special funeral benefits! [View this informative infographic](https://www.globalatlantic.com/sites/default/files/upload/files/landing_pages/final/veterans_funeral_benefits.html) to learn more.

[https://www.globalatlantic.com/sites/default/files/upload/files/landing\\_pages/final/veterans\\_funeral\\_benefits.html](https://www.globalatlantic.com/sites/default/files/upload/files/landing_pages/final/veterans_funeral_benefits.html)

Here's what your LinkedIn post would look like:



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