

Simply Speaking

How to use the “Funeral Funding Comparison Chart”

Planning a funeral in advance can help relieve a family from having to make dozens of decisions on behalf of their loved one. Funding a funeral in advance also helps relieve the family from incurring an unexpected financial burden during their time of grief. But many people are unaware of the options available to fund their funeral in advance and what the differences are. This comparison chart explains the benefits of preneed life insurance over funeral trusts and traditional life insurance.

This is must-have information to get families who have decided to consider preplanning through the next step in the process.



- Send the comparison chart 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 comparison chart; 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

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:

Preplanning and funding your funeral can help spare your family from an emotional and financial burden during a time of grief. **[View this informative comparison chart](#)** to learn the difference in funding your funeral with preneed life insurance, a funeral trust and traditional life insurance.

[Hyperlink the text “View this informative comparison chart:” https://www.globalatlantic.com/sites/default/files/upload/files/landing_pages/22965_Global_Atlantic_Funeral_Planning_Chart_opt.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: The importance of preplanning and funding your funeral

Body:

Hello [Customer Name],

Preplanning and funding your funeral is a critical step in protecting your family from unnecessary emotional and financial burden during a time of grief. It also ensures your final wishes are carried out as you envisioned. [View an informative comparison chart](#) about the different ways to prefund your funeral via preneed life insurance, a funeral trust and traditional life insurance.

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

[Your signature and contact info]

[Hyperlink the text “View an informative comparison chart:” https://www.globalatlantic.com/sites/default/files/upload/files/landing_pages/22965_Global_Atlantic_Funeral_Planning_Chart_opt.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’s the best way to prefund your funeral?
[View this clarifying comparison chart](#) to find out.

https://www.globalatlantic.com/sites/default/files/upload/files/landing_pages/final/funeral-funding-comparison.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):

There are many ways to prefund your funeral!
[View this comparison chart](https://www.globalatlantic.com/sites/default/files/upload/files/landing_pages/final/funeral-funding-comparison.html) to learn about the most common methods.

https://www.globalatlantic.com/sites/default/files/upload/files/landing_pages/final/funeral-funding-comparison.html

Here's what your LinkedIn post would look like:



Download additional digital marketing pieces and how to use guides on the Grow My Business page of the Global Atlantic agent portal.

[globalatlantic.com](https://www.globalatlantic.com)

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