

Simply Speaking

How to use the “Funeral Planning Video”

About the video

This Simply Speaking video details the importance of preplanning and prefunding one’s funeral. It explains why we have funerals, the emotional benefits as part of the healing process, the different options available to celebrate and commemorate one’s life, and how it alleviates the financial and emotional burden on family members.

The video explains how one can personalize a memorial or celebration of life with music, readings and other details that have personal meaning. This compassionate depiction of the preplanning and funding process evokes an emotional response that will help move the viewer to action and give their families the ultimate gift...peace of mind.

This video doesn’t target a specific demographic, so it can be viewed by people of all ages and backgrounds — from new parents to seniors. Share the video with existing clients or prospects to move them along in the preplanning and funding process.

- Send a link to the video 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 video; 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:

Preplanning and funding your funeral can help alleviate an emotional and financial burden on your family during a time of grief. [View this educational video](#) to learn more about the preplanning process, including personalizing the service, music, readings and other details to create a meaningful memorial.

[Hyperlink the text “View this educational video:” <https://vimeo.com/286413625>]

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 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 educational video](#) about the preplanning and funding process 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 an educational video:”
<https://vimeo.com/286413625>]*

Facebook Posts

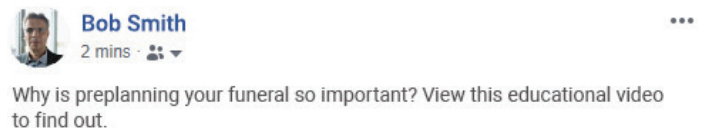
- Keep Facebook posts between 40 and 80 characters – this could increase engagement by 86%
- Questions perform well on Facebook, but try keep them short
- Keep hashtags to a minimum
- Add an image or video to your post to double engagement
- The ideal image size for Facebook posts is 1,200 x 628 pixels

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

Why is preplanning your funeral so important? [View this educational video](#) to find out.

https://www.globalatlantic.com/sites/default/files/upload/files/landing_pages/final/SimplySpeaking_FuneralPlanning_Video.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):

Preplan your funeral to protect your family from an unnecessary burden! [View this educational video](https://www.globalatlantic.com/sites/default/files/upload/files/landing_pages/final/SimplySpeaking_FuneralPlanning_Video.html) to learn more.

https://www.globalatlantic.com/sites/default/files/upload/files/landing_pages/final/SimplySpeaking_FuneralPlanning_Video.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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