

Simply Speaking

How to use “The Value of Preplanning Infographic”

About the Infographic

This Infographic tells the story of Dave, a relatable, middle-aged, family man who decides to preplan and fund his funeral. This easy-to-follow, visually engaging piece makes a case for funeral preplanning in a unique way. The piece simply demonstrates the benefits of preplanning and funding through the eyes of someone just like the families you talk to every day. Relatable, compassionate and compelling, this infographic is a must-use for your marketing efforts.

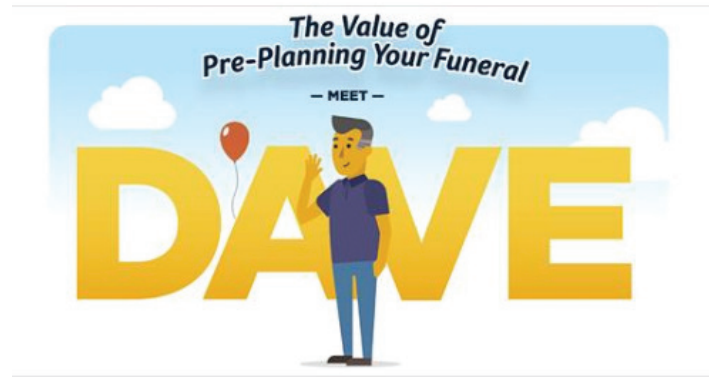
One of the best things about Infographics is that they contain easy-to-understand information, and as such, are appropriate for almost any audience. So you can use this piece far and wide!

- 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:

Meet Dave, an everyday family man looking to preplan and fund his funeral. [View this informative infographic](#) to learn more about Dave’s situation, the preplanning process and why it’s such a critical step in your financial planning.

[Hyperlink the text “View this informative comparison chart:” https://www.globalatlantic.com/sites/default/files/upload/files/landing_pages/Importance_of_Preplanning_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: 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 informative infographic](https://www.globalatlantic.com/sites/default/files/upload/files/landing_pages/final/importance_of_preplanning.html) 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 this informative infographic:” https://www.globalatlantic.com/sites/default/files/upload/files/landing_pages/Importance_of_Preplanning_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):

Why is preplanning your funeral so important? [View this informative infographic](https://www.globalatlantic.com/sites/default/files/upload/files/landing_pages/final/importance_of_preplanning.html) to find out.

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

Here’s what your Facebook post would look like:

 **Bob Smith** 2 mins ·  

Why is preplanning your funeral so important? View this informative infographic to find out.



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Importance of Preplanning

This Infographic tells the story of Dave, a relatable, middle-aged, family m...

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 informative infographic](#) to learn more.

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

Here's what your LinkedIn post would look like:



Bob Smith
Smith Funeral Home



Preplan your funeral to protect your family from an unnecessary burden! View this informative infographic to learn more.



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

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PREXXXX (07-18)