

# Leads delivered to your inbox

## CATALYST 3.0 MARKETING SYSTEM

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Take advantage of our Catalyst 3.0 marketing system to easily start conversations with financial professionals about long-term care (LTC). This pre-built marketing system is personalized to you and designed to help you generate leads and build lasting relationships. We provide the content. You get the leads.

### Choose your own campaign

The Catalyst 3.0 marketing system includes two campaigns:

- **Starting the LTC conversation** - the perfect entry point into the world of LTC planning. Offers financial professionals a fact-finding tool to help start the LTC conversation with clients.
- **LTC strategies for business owners** - ideal for financial professionals who are ready to level up their LTC planning strategies. This campaign offers a consumer-facing tax guide outlining how business owners can use LTC policies as an employee benefit.

Each campaign includes:

- Four emails
- One landing page with lead capture
- One downloadable resource

### It all starts with an email

Each campaign includes four pre-built emails that you can send using the email platform of your choice. Simply personalize the emails with your logo and contact information and hit send.

We recommend sending out one email each week so each campaign will give you a month's worth of marketing content - but find the cadence that works best for you and your audience.

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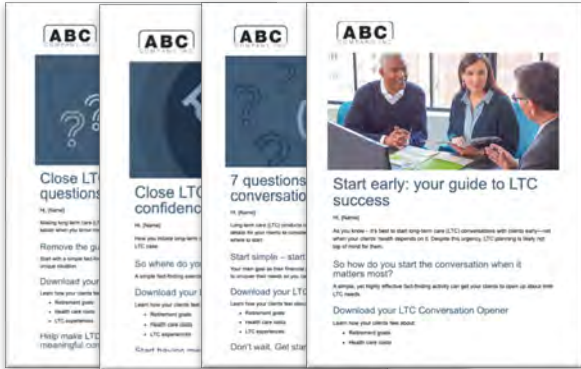
### Get started today!

Contact your SecureCare sales team:

**Call:** 1-888-900-1962

**Email:**  
[securecaresales@securian.com](mailto:securecaresales@securian.com)

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4 emails in starting the LTC conversation campaign



4 emails in LTC strategies for business owners campaign

### Emails drive traffic to a landing page

The emails in each campaign drive traffic to a landing page personalized with your logo, headshot and contact information.



On the landing page, there is a form to download the valuable LTC resource promised in the email. Financial professionals fill out the form and receive a link to download their free guide. There is also a link to email you to set up a quick call to learn more about your services.



[Preview the starting the LTC conversation campaign download](#)



[Preview the LTC strategies for business owners campaign download](#)

## Lead capture becomes lead nurture

Leads are automatically routed to your inbox for follow up – and that’s where the real magic begins! You’ve received a high-value lead who is primed to accept your expertise and insight.

Be sure to check out our [suite of marketing materials for SecureCare III](#), an LTC and nonparticipating whole life insurance policy, to help offer an LTC solution flexible enough to meet client needs.

Please keep in mind that the primary reason to purchase a life insurance product is the death benefit.

Life insurance products contain fees, such as mortality and expense charges, and may contain restrictions, such as surrender periods.

SecureCare may not be available in all states. Product features, including limitations and exclusions, may vary by state.

SecureCare Universal Life Insurance includes the Acceleration for Long-Term Care Agreement. The Acceleration for Long-Term Care Agreement and Extension of Long-Term Care Benefits Agreement are tax-qualified long-term care agreements that cover care such as nursing care, home and community-based care, and informal care as defined in these agreements. These agreements provide for the payment of a monthly benefit for qualified long-term care services. These agreements are intended to provide federally tax-qualified long-term care insurance benefits under Section 7702B of the Internal Revenue Code, as amended. However, due to uncertainty in the tax law, benefits paid under these agreements may be taxable.

Additional agreements may be available. Agreements may be subject to additional costs and restrictions. Agreements may not be available in all states or may exist under a different name in various states and may not be available in combination with other agreements.

The death proceeds will be reduced by a long-term care or terminal illness benefit payment under this policy. Clients should consult a tax advisor regarding long-term care benefit payments, terminal illness benefit payments, or when taking a loan or withdrawal from a life insurance contract.

This information should not be considered as tax or legal advice. Clients should consult their tax or legal advisor regarding their own tax or legal situation.

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Insurance products are issued by Minnesota Life Insurance Company in all states except New York. In New York, products are issued by Securian Life Insurance Company, a New York authorized insurer. Minnesota Life is not an authorized New York insurer and does not do insurance business in New York. Both companies are headquartered in St. Paul, MN. Product availability and features may vary by state. Each insurer is solely responsible for the financial obligations under the policies or contracts it issues.

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