

Catalyst 3.0 marketing system

Getting started

Leverage our turn-key marketing system to attract leads and nurture valuable relationships with financial professionals. The Catalyst 3.0 marketing system includes two campaigns:

- Starting the long-term care (LTC) conversation
- LTC strategies for business owners

Each campaign includes four pre-built emails, a landing page personalized with your logo and contact information, and a downloadable marketing tool.

How it works

1. Contact your SecureCare™ Sales Support team to request access to the program. Tell them which campaign you'd like to access and **provide your headshot, company logo, full name, company name, business mailing address, phone number and email address.** This information is used to create your personalized landing page.

- Your SecureCare Sales Support team will then create and send you the link to your personalized landing page.

2. Use the pre-built emails to drive traffic to your landing page. Download the zip files with each campaign email and select the appropriate file format: HTML for marketing platforms such as MailChimp® or Constant Contact or OFT for Outlook.

4. Insert your logo and add the necessary Information to the email:

- Email greeting and signature
- **Add the link to the appropriate landing page**
- Update disclosure block with company name, contact Information and marketing unsubscribe language
- Add subject line

4. Send the email to your contacts.

5. Each time your landing page generates a lead, you will receive an email with that lead's contact information. Leads can also email you directly from the landing page to set up a call.

Questions?

Contact the SecureCare Sales Support team:

1-888-900-1962

securecaresales@securian.com
securian.com/securecare

CAMPAIGN 1: Starting the LTC conversation

SUBJECT LINE	LINK TO ZIP FILE
Close LTC sales with 7 simple questions	Download email 1
Close LTC sales with confidence	Download email 2
7 questions to make LTC conversations easy	Download email 3
Start early: Your guide to LTC success	Download email 4

CAMPAIGN 2: LTC strategies for business owners

SUBJECT LINE	LINK TO ZIP FILE
Get LTC insight business owners expect	Download email 1
Reach more business owners with a unique LTC strategy	Download email 2
Take your LTC sales to new heights	Download email 3
Your guide to tax-advantaged dollars for LTC	Download email 4

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.

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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.

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