

# Long-Term Care Awareness Month Marketing Plan

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**Build awareness and make connections this Long-Term Care (LTC) Awareness Month with a turn-key marketing plan.**

## **Pre-work: identify your target audience**

Before putting this plan into action, identify your target audience. Our [SecureCare III Prospect Profile Guide](#) is a great starting point.

## **Week 1: start the conversation**

Kick off a social media campaign to encourage prospects to start thinking about the importance of having a care plan with our [LTC social medial library](#) for consumers.

- Bonus point: When your posts spark interest, send prospects the [“What’s your care plan?” infographic](#) to offer additional information.

## **Week 2: build awareness**

Use our [Smart Planning for Care video](#) as an entry point into the world of LTC planning.

- Plus: Our [Care needs in retirement](#) brochure helps prospects understand the unique challenges women face when it comes to LTC.

## **Week 3: share the facts**

Share the articles found at [securian.com/caregiving](#) with prospects to help deepen their understanding of key issues, such as: [LTC and government benefits: what you need to know](#), [4 alternative ways to pay for LTC](#), [caregiver support](#), and more!

## **Week 4: bring it all together**

Help prospects transition from having an idea about how to pay for LTC to having a **plan** by sharing the [How to create a long-term care plan](#) worksheet with them. By the end of the worksheet, you’ll understand their needs and concerns and be better positioned to offer a solution.

## **The rest is up to you!**

Now that you’ve got the hang of it, keep educating your clients and prospects year-round.

Keep in mind that simply talking about long-term care with every client, regardless of age, is the best way to prospect for new sales. Ask clients what long-term care means to them, then follow their lead and listen to their concerns.

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## **Questions?**

Contact me today:

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