

Policygenius **Pro**

The Financial Advisor's Playbook: Marketing Strategies for Stronger Life Insurance Sales



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Introduction

Life insurance plays a critical role in making sure your clients—and the people who count on them—avoid financial hardship if the worst should happen.

But however necessary it may be, life insurance simply isn't a subject most people enjoy thinking about. That's likely why only [a little over half](#) of Americans have any coverage, according to the Life Insurance Marketing and Research Association (LIMRA)'s 2021 report. This dismal statistic is made worse by the fact that [nearly 30%](#) of those with coverage only have group life insurance, usually provided by an employer. Though these inexpensive policies typically don't provide enough to maintain dependents' lifestyles, they can lull clients into believing they are sufficiently covered.



Understanding the common pain points that prevent clients from purchasing adequate life insurance can help you ensure that they get the coverage they require—if, that is, you can leverage this knowledge into effective marketing strategies. Here are five ways to present this important financial product in its best possible light, and to get this crucial information in front of the people who truly need it.

Strategy #1: Know your audience

What is effective marketing if not matching the right story with the right audience? For financial advisors, that means thinking about who your clients or potential clients are and what motivates them—and that's doubly true when it comes to selling them life insurance.

Just as you would never have the same conversation about IRAs with a single 25-year-old that you would with a married couple in their 60s, your approach to exploring life insurance needs to be catered to the individual. Their current station in life, their goals, and what matters most to them: Each of these are important elements in the life insurance conversation.



Strategy in action: Parse the data

You have a solid handle on your clients and their financial situations, but you may not have been as focused on their life insurance needs. It's time to change that by getting granular on your clientele and the info you already have about them. Read through their intake forms, pore over your meeting notes, and start assessing their current levels of coverage.

“Having life insurance” isn't a simple binary, so make sure you track as much detail as possible about your clients' coverage type. Do they have group insurance? Whole life insurance? If they have term insurance, how long is the term? You'll want answers to these questions in order to get a good idea of your clients' coverage needs.

Strategy in action: Mind the gaps

When you have as complete a picture as possible of your clients' levels of life insurance coverage, you can zero in on who will be most receptive to your marketing strategy. Don't misunderstand: You're not trying to create a need where none exists. Instead, you're trying to focus on the people who would benefit the most, since they're the ones to whom you'll be able to make the strongest case.

You're looking for those clients who may think they have their insurance needs covered—but sadly do not. How much is enough? Policygenius believes that a life insurance policy should provide 10 to 15 times the client's annual income, but according to Investopedia, most people who carry group life insurance through work only have policies of between \$20,000 and \$50,000. Set your sights most urgently on any client with dependents who lacks life insurance completely, who should get a policy ASAP.

But you should also keep in mind that life insurance can be an equally smart purchase for those whose need may seem less immediate. Anyone starting a small business, for example, may want to consider taking out an additional policy that helps ensure their company (and its employees) are kept whole in case of their untimely passing. And even younger clients with no dependents should consider life insurance, since their age lets them enjoy the lowest premiums they'll ever get for a policy.

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Strategy #2: Get personal



The more customized you make your life insurance marketing, the more effective it will be. A [study](#) from Salesforce found that across every age demographic, customers preferred personalized services or products. This holds especially true for Millennials and Gen Zers, who favor personalization by 67 percent and 74 percent, respectively.

Your marketing strategy for life insurance should take this thinking into account. How? By balancing the reach of your message, such as how many people you talk to at once through ads, blog content, or other marketing channels, with personal details that speak to the client's particular needs.

Strategy in action: Craft user personas

Help your marketing messages strike this balance by creating user personas that broadly reflect segments of your clientele. A user persona is a mini biography of a fictional client who represents a group of real people you work with (or want to work with). Creating personas is a helpful way to turn abstract data about your clients into something that can inspire personalized marketing messages.

When building these personas, use as much real data as possible to ensure their accuracy. For example, if you're creating a persona of an affluent, married man in his late 60s who is ready for retirement, it's helpful to comb through any data you have on clients who roughly fit that

demographic. What's their average income? What tend to be their financial goals and motivations? If they have life insurance coverage, how much do they typically carry? How are they integrating their life insurance into the rest of their financial planning? The answers to these questions should give you a solid start in creating a valuable user persona, and guide you in choosing appropriate life insurance coverage for that target.

Finally, knowing which life milestones are on the horizon for your user personas can open up opportunities for you to engage with them on the subject of life insurance. These might include:



Getting married



Getting (or losing) a job



Having a child



Retiring



Buying a house

An example: Did your 28-year-old client just get hitched? Now's the perfect time to send them a congratulations card that also reminds them about the low rates they can get for a private life insurance policy.

Age appropriate:

According to a Policygenius [survey](#), people aged 18-44 bought the most life insurance through our platform in 2021.



Strategy in action: Take a beat with new clients

Onboarding new clients comes with a lot of excitement for everyone involved—as well as some anxiety, since both you and the client are learning how to work together to make their financial dreams come true. But here’s a word to the wise: Even the most unflappable clients can get overwhelmed by an advisor’s many pieces of advice. So, try to remember that there’s a time and place for everything.

Given that life insurance is a discomfiting topic, unless the new client has come to you specifically for life insurance you may want to hold off on pitching them on a policy until they feel more comfortable with you managing their finances. A few months after you begin your work together, schedule a meeting specifically to discuss their policy, if they have one. That way, both you and the client can give their coverage the attention it deserves. And if they seem uninterested in having this talk, respectfully ask why. It may be that they hold some of the common misconceptions people have about purchasing life insurance—which can offer you a meaningful opportunity to bust a few myths.

Strategy #3: Weave life insurance into your practice

Pitching life insurance to current clients who use you for other services may seem like a no-brainer. After all, according to a [case study](#) from McKinsey, an online retailer targeting existing customers for a new product (a technique called cross-selling) results in a 20% increase in sales. But a financial advisor must handle cross-selling with finesse. You want to come across as informative, helpful, letting clients know there's an additional tool they can use to support their financial goals. In other words, you do not want to come off as pushy, peddling clients an unrelated product about which you possess no expertise.



How to walk this fine line? By putting life insurance front and center in all your general marketing channels—or at least putting it on par with your other services. On your website, make sure you list life insurance alongside the other services you offer. The same goes for any sort of thought leadership (blogs, white papers, ebooks, emails, etc.) you send to clients on topics where life insurance naturally fits in. These might include topics such as estate planning, preparing for retirement, or even starting a small business.

Strategy in action: Put it on the marketing calendar

Depending on the scope of your current marketing model, you're likely reaching out to clients and prospects in a number of ways, including newsletters, email campaigns, or social media. Take a look at the calendar you use to keep this content organized (and if you don't have one, [read](#) about why you should reconsider), and make sure you're regularly talking about life insurance along with all the other financial topics you cover.

Keeping the life insurance drumbeat at a consistent cadence will not only reinforce the importance of carrying a policy, but also help you diversify the content you're using to engage your clientele.

Strategy in action: Make your website a resource

Like everything else in your practice, selling life insurance depends on building a relationship of trust between you and your clients. In fact, that may be more crucial than ever in this instance, since life insurance is a subject that very few people long to discuss. It's important that you help clients understand that life insurance is simply a means to a desirable end—in this case, making sure their loved ones will always be supported.

Consider creating a piece of content marketing (such as a blog post) where you model two different scenarios for the same hypothetical person and his dependents. Remember to personalize this content as much as you can—try and make the example's income level similar to that of your client.

In one scenario, this person purchased life insurance that leaves his loved ones with adequate coverage. In another, those loved ones are left with a far smaller policy. Map out what life looks like for the dependents in both scenarios during the next year, then five years down the line. Your clients should see fairly quickly how important life insurance is to the continued financial health of their dependents. In fact, a LIMRA [survey](#) found that 44% of respondents' families would face financial hardship within six months after losing a wage earner. Customize this scenario comparison with other variables (like whole life coverage versus term, or average group insurance coverage versus average private) to give clients a clearer picture of the type of coverage that might suit them best.

Is the average enough?

A Consumer Affairs survey found the median life insurance coverage of respondents was \$60,000.

Strategy #4: Position your partners as an asset

When it comes to cross-selling, one pitfall that financial advisors can fall into is venturing into a subject area about which they're less knowledgeable. You may know a great deal about how life insurance coverage can support your clients' goals, but the complexity of the product may cause you to shy away from fully engaging in the sale. Luckily, you can borrow some outside expertise by working with an insurance brokerage or marketplace (such as Policygenius Pro).



Strategy in action: Keep it convenient.

Make sure your insurance partner has both the depth and flexibility to make the process seamless for your client. LIMRA's 2020 [Life Insurance Barometer Study](#) found that half of the country would purchase life insurance through simplified underwriting.

These customers want the process to be quick, simple, and objective, so make sure your partner can deliver that experience for your clients.

Strategy in action: Walk clients through the process

The risk you take when handing off a client to a partner that can underwrite a life insurance policy is that the client may have a bad experience and then—rightfully—hold the recommendation against you.

That's why you want to find a partner with a crystal clear underwriting process for the client—and for yourself. Policygenius Pro prides itself on meticulously tracking what's next for the advisor's client and making that info easily accessible via a dashboard. Help alleviate any anxiety in the client by walking them through what the underwriting process will be.



Strategy #5: Study your successes

While broad strategies and best practices in selling life insurance remain evergreen, your clients and the market in which they exist are constantly changing. The best way to future-proof your marketing is by examining what works and what doesn't.



Strategy in action: Identify the last step before the sale

Take a look at all of the touchpoints you have with your clients regarding life insurance, such as emails, in-person meetings, and visits to your website. Of these, which was the last touchpoint a client interacted with before they said yes to a new policy? If there's a pattern (such as 70% of clients reading your newsletter before buying), then consider investing more in that aspect of the process.

You can gather this data in two ways. First, by asking clients through a survey what prompted them to buy, or by using tools such as customer relationship management software (CRM) to track how clients are interacting with your marketing materials. Ideally, you should use both methods, since survey answers can give you a more comprehensive picture of the client's decision-making process, while link-tracking and CRM data reveals how the client actually moves through your marketing materials (often in ways that the client themselves forgets).

Person to person

41% of people in 2020 preferred to purchase a life insurance policy in person—but this number is down from 64% in 2011.

Strategy in action: Nail the follow-through

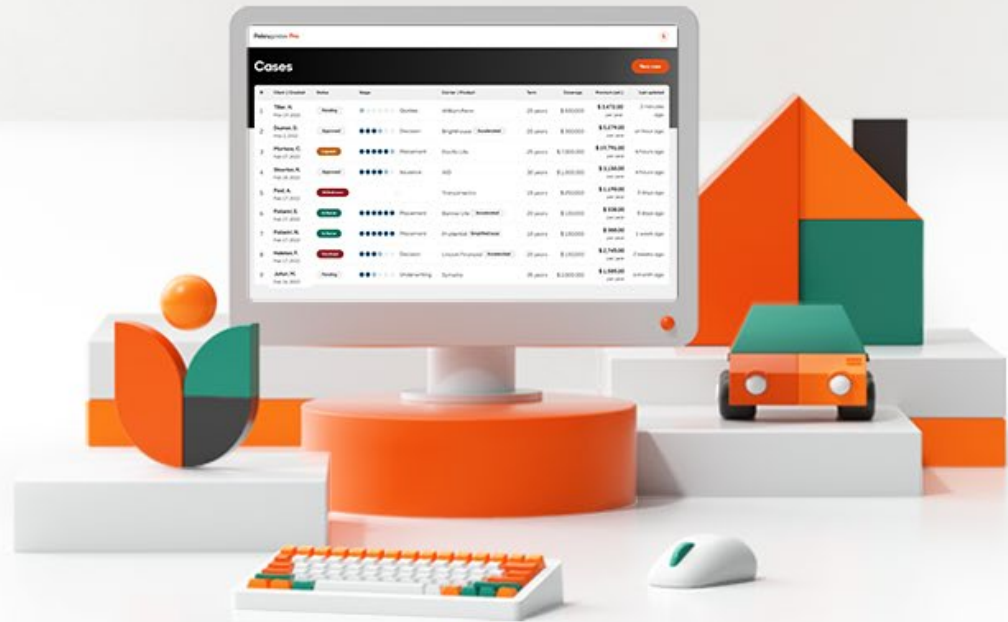
Once a client purchases a life insurance policy, set a reminder on your calendar to follow up with them in a month or so. It's a good opportunity to demonstrate that you care about them as a client and want to make sure they're happy with the policy. Then, keep following up with them regularly and, as you would with any other financial product, give them an opportunity to ask questions and raise concerns.

Figuring out the wants and needs of your clients—and how life insurance fits into their financial planning—helps you determine which marketing messages to deliver to your clients.

But there's one more important person whose role in life insurance sales you also need to take into account: *yourself*.

According to LIMRA, 50% of individual life insurance plans in 2021 were sold by independent agents such as brokers or financial advisors. But as a financial advisor, you hold unique advantages over insurance agents and brokers.

After all, you have the most comprehensive picture of the client's financial goals and attitudes and know how a life insurance policy would fit in with the rest of their financial picture. Lean into this strength by bringing life insurance into the conversation alongside investment management and other aspects of financial planning. Treating insurance as an integral part of the services you offer, rather than a bonus add-on, will help convince clients of its value.



How to integrate insurance sales into your everyday roster of services?

By making shrewd use of Policygenius Pro.

It's as intuitive to use as it is comprehensive, bringing together the top insurance carriers in one centralized location—and ensuring that not only will you be able to easily add insurance sales to your menu of offerings without adding to your workload, but also that your clients will be treated to superlative customer service, a simplified purchase experience, and the best policies available. That's a clear win-win for financial advisors and clients alike.

Policygenius Pro



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