

## 6 Marketing Tips for the 2020 Insure Your Love Campaign

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Each person has a unique reason for getting life insurance, but those reasons can be distilled into one: They love someone and want to make sure they are protected financially. (Or they love an organization, like a charity or their business!)

That's why **Life Happens created and coordinates the Insure Your Love campaign each year**. We launch it in February, the "month of love," but all the resources are evergreen, so it's a campaign that can be used all year long.

**This year's theme is "A Promise Kept."** It's based on the success of the new video "A Promise Kept." We challenge you to keep a dry eye when you watch it:

[www.lifehappens.org/APromiseKept](http://www.lifehappens.org/APromiseKept).

The message of the theme is straightforward:

*Life's milestone moments usually require a promise—to love, cherish, guard and protect.*

*And an important part of keeping those promises is making sure your loved ones would be OK financially if something were to happen to you. That's why there's life insurance.*

*Keep your promise, and insure your love.*

**Here are 6 tips to help you take advantage of all the new Insure Your Love resources:**

**1. Be choosey!** Go to the Insure Your Love landing page at <https://lifehappenspro.org/insure-your-love> and choose the exact resources you'd like from the new "A Promise Kept" theme. These include videos, digital flyers, email templates, postcards, and social-media graphics and a 30-day calendar. Use them all or cherry-pick those that make sense for your marketing outreach. (You can also elect an alternative theme from our "best of" evergreen resources from previous campaigns.)

**2. "Own" the resources.** Using your Life Happens Pro Plus or Premium account, these resources can be customized with your logo/photo and contact information. With Premium, you can also choose the option with no Life Happens branding—and then make it 100% your own. Contact [support@lifehappens.org](mailto:support@lifehappens.org) with any questions.

**3. Old school can be cool.** We know our digital resources are a hit—an increased call from users for email templates is just one example. But there is also something to be said for breaking through with an old-school marketing outreach. We've also gotten requests for postcards, and so we've included those in our suite of resources. These can be personalized with your contact information, printed and mailed through online services such as [Vistaprint](https://vistaprint.com). (We have no affiliation, choose a service you prefer!)

**4. Let Life Happens be your social-media guru.** We created a month of social-media posts with a post for each work day. Use the calendar as-is, or just take what works and put into circulation. This is hands-down our most popular resource. [Click here](#).

**5. Use the #InsureYourLove hashtag on your social-media posts.** By doing so you join the larger conversation about the importance of “Love Insurance.” We’ll also keep you posted on the date for a new Twitter Chat during February.

**6. Don’t stop!** It takes a lot of time and energy to get a campaign up and running. That’s why all our Insure Your Love resources are evergreen. If you get your campaign underway and see something is really taking off—keep using it!

**Know that we are here to help!** Contact [support@lifehappens.org](mailto:support@lifehappens.org) with any questions.