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Life

LIFE INSURANCE AWARENESS MONTH

Marketing Guide

Sharing the importance of life insurance and your business in your community



Introduction

Every year, when the calendar flips to September, it marks the beginning of Life Insurance Awareness Month (LIAM). September brings about an annual collaboration effort when the industry comes together to share the importance of life insurance. Straightforward and often affordable, life insurance can provide an abundance of benefits to families and individuals alike, and help ensure loved ones are protected. This guide provides strategies, tips, and resources you can use to help share this important message.

Overview

Jump to sections in this guide by clicking the links below



LIAM checklist



Social media tips and resources



Client engagement ideas

LIAM checklist

Review the marketing guide

Go through this guide in its entirety for tips and tools to help your clients this month and beyond!

Download social media posts and schedule them in advance

Are your Facebook, X (Twitter), and LinkedIn profiles up-to-date with fresh content? Need resources? Visit our shareable content page. Hashtags like #LIAM or #LIAM2026 are a way of creating more awareness and connecting your posts to the larger conversation.

Take advantage of different client engagement opportunities

There are several things you can do this month, and every month, to help grow your business and expand your network.

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Leveraging social media efficiently and effectively

When used effectively, social media can be a game-changer. Social media allows people to interact on a more authentic, personal level, not only with their peers, but with different companies as well. Understanding the what, why, and how behind your interactions on social media, especially when it comes to speaking to prospective and existing clients, can be the difference between successful and unsuccessful networking and possibly even sales. Here are some best practices when it comes to using social media effectively. ***Access these social media posts and other content by visiting the shareable content page.***

Be authentic and consistent

At times, social media can seem like one big highlight reel. But, remember—authentic beats aesthetic. People are interested in the real you and what you have to share. Be relatable; people identify with others who are like them. When building a network or following on social media, posting regularly helps you stay relevant and ensure your content stays fresh and is seen by as many people as possible.





Don't overdo it

Social media is not the place to bust out your most in-depth analysis. Depending on the platform, your social media posts should only be a few sentences long, at most. You only have a couple of seconds to grab somebody's attention before they scroll right past your content. Share an astonishing statistic or a beautiful and vibrant photo. Include a visual whenever possible and let the graphic tell the story.

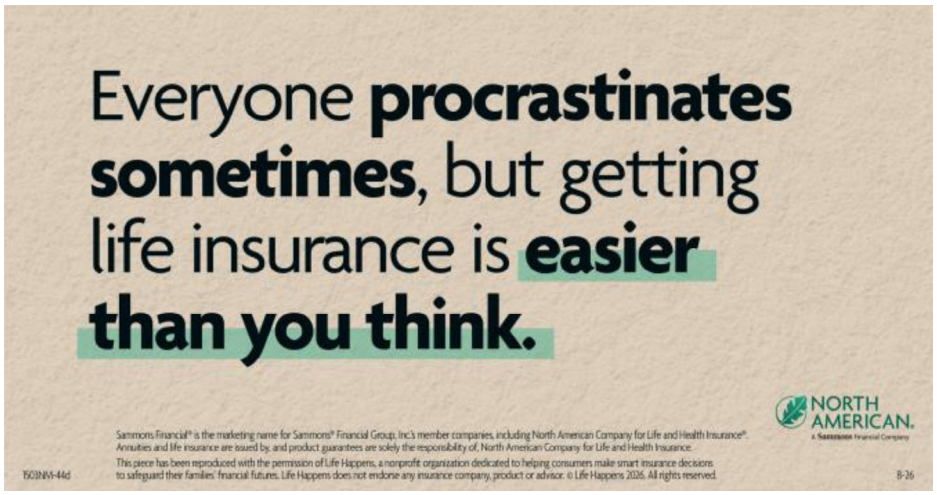
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Leveraging social media efficiently and effectively cont.

Avoid “product pushing”

Treat social media like real-life interaction. When you meet someone for the first time, are you quick to start talking about interest rates and premiums? Probably not. There are ways to share your business on social media without being overly sales-oriented. For instance, if your goal is to sell life insurance, share articles about healthy living, or speak to the importance of family and caring for loved ones. Maybe even share a little about your own family. You can position yourself as a resource without mentioning specific products.





Always answer the ‘what’s next?’

What action do you want people to take? Having a clear call-to-action can serve as a building block for almost any social media post. If you’re looking for someone to contact you or reach out, state that. If you want someone to view an article or other piece of material, make sure it’s easy to navigate to.

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Client engagement ideas



Host an in-person event or lunch and learn

One of the best ways to meet and network with prospective and existing clients is to host an in-person event. It doesn't have to be over the top. A lunch and learn is a wonderful example that can provide a more informal and sociable space that differs from traditional classroom-style learning. They can also help break down initial introduction barriers and establish rapport with new faces. Providing some delicious food certainly doesn't hurt either!



Send a thank-you to existing clients

LIAM shouldn't just be tailored to prospective clients. It's a fantastic month to also let your existing clients know how much you appreciate them! Sending simple things like a coffee gift card or another personalized gift to show your token of appreciation will not only help foster existing relationships, but opens the door for more to come. Your clients have an investment in you—it's time to invest back in them!



Instill confidence in North American

North American holds over 708,000 life insurance and annuity policies with assets of over $46 billion. Use our company strength brochure, now updated with new data, to share the strength and stability of North American with your cllients.

DOWNLOAD FLYER



Reach out to clients who have been on the fence about life insurance

You may know individuals who are on the fence about purchasing life insurance or don't know where to start. This is a great month to reach out to these people to instill confidence, answer questions, and work hand-in-hand with them through the process. Life insurance can be simple, affordable, and easy. Sometimes, it just takes someone to explain it.



Ask for a referral

One of the most effective marketing strategies that exists today is word-of-mouth referrals! People are much more willing to buy a specific product or service when they're referred by a family member or friend. If you have clients who appreciate the help you've provided them, simply ask for a referral. Ask if they would be willing to share their satisfaction with others and encourage them to contact you. You'll be surprised at how fast your network may grow.

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