

Running an Effective Campaign

Attract new clients or producers and increase sales with OneAmerica marketing campaigns.



ONEAMERICA®

OneAmerica® is the marketing name for the companies of OneAmerica
For use with financial professionals only. Not for public distribution.



OneAmerica® marketing campaigns provide the tools you need to connect with customers or advisors. Each campaign includes valuable resources to help you take your business to the next level. Using our customizable collateral, you can connect with your audience in an effective, seamless way.



Why Campaigns?

The Marketing Funnel

OneAmerica campaigns feature collateral inspired by the marketing funnel. The marketing funnel is the journey your customer takes, from the initial awareness of your brand all the way to making a purchase. The goal is to create measurable touchpoints throughout their journey.

Awareness

Potential clients are drawn into this stage through your OneAmerica marketing campaign. Utilize social media, email signatures and web ads here to foster lead generation. By collecting valuable information from your target demographic, you can help them move further down the marketing funnel because you know how to appeal to them.

Educate

Once leads are generated, they proceed to the education phase. This is your opportunity to teach potential clients about your company and products while building a relationship with them. You can nurture leads by hosting educational events and sharing brochures and emails.

Sell

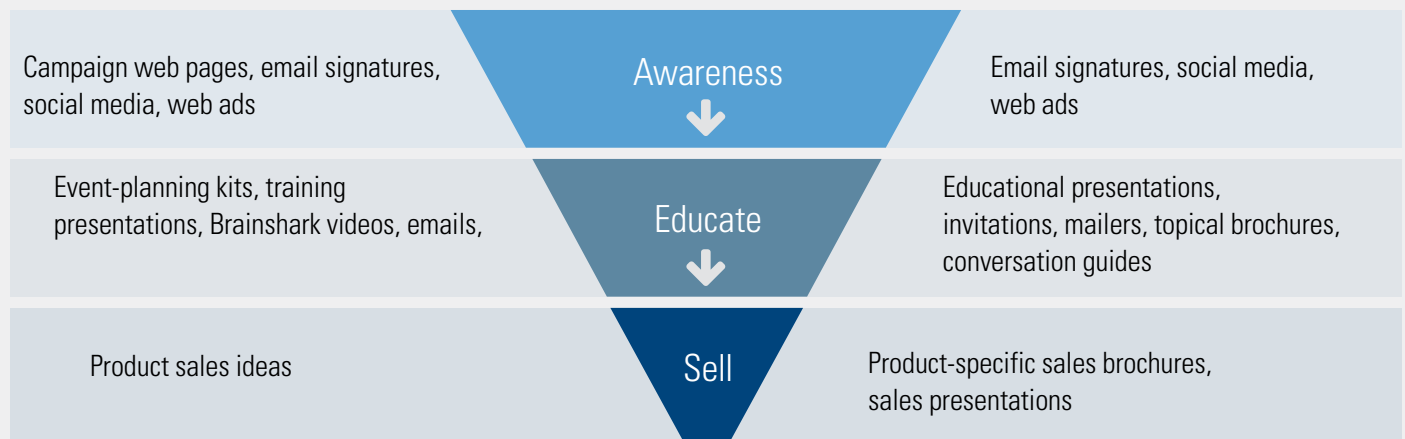
Once a potential client has a relationship with you and basic understanding of the product, they may be ready to purchase. We recommend introducing product-specific collateral, including brochures and emails, to help close the sale.

Tools to drive sales

The marketing funnel helps you understand how different marketing tactics push people through the funnel to achieve sales.

Producer

Consumer



Three steps to get started

Familiarize yourself with campaign offerings at AssetBasedLTC.com

Access our latest marketing materials and review the descriptions of available campaigns.

Choose a campaign theme

We offer different campaign topics and themes to boost your existing marketing efforts and create new connections for your business.

Choose the collateral that best fits your marketing strategy

Our campaign materials help you engage producers and consumers with personalized direct mail and emails, social media, presentations and more.

Where to find campaigns?

AssetBasedLTC.com

Visit **AssetBasedLTC.com** and click “Get the latest info” under “Your LTC marketing toolbox” on the right side of the screen. View our short videos to learn how to run a producer or consumer campaign, access our latest core marketing materials and review the descriptions of available campaigns. All campaign content is already compliance-approved and ready for your use at any time!

Choosing a campaign

Your first step toward implementing a OneAmerica campaign is to choose which campaign you want to run. We offer different campaign topics and themes to boost your existing marketing efforts and create new connections for your business.

Educational

Educational campaigns help clients build knowledge around different life stages and needs they may encounter while planning for the future. Themes include long-term care awareness, women and LTC and more.

Product

Product campaigns inform clients about OneAmerica Care Solutions products and how our solutions can help them protect their future.



Consumer Campaigns

For financial professionals who want to connect with clients

Once you've chosen a campaign, visit the campaign landing page to access a wide variety of consumer-focused marketing tools. Campaign resources may include:



Brochures

Walk your clients through the campaign concept. Use during sales presentations, before meetings or as a leave-behind.



Presentation kit

When your clients are interested in continuing the conversation, consider a OneAmerica consumer presentation. You can use our

presentations in one-on-one meetings or group seminars and provide our workbooks to help clients follow along with your presentation. Easily invite potential or existing clients to a seminar using digital, fillable invitations.



Social media

Social media makes it easy for you to post relevant content and engage with potential or existing clients.

Using targeted messaging will help drive traffic, leads and sales. Download and post our content on your Twitter, LinkedIn and Facebook pages.



Additional print pieces

Reach out to potential clients with print pieces like direct mailers and letters. Order printed copies, attach your mailing labels and send them to your lists quickly and easily.

Find materials for your state

Each campaign offers state-approved versions of marketing pieces. Find what you need using the state-selection grid at the bottom of each campaign page. Our tools work together as a campaign or be used individually to supplement your existing marketing efforts.

Need help running a consumer campaign?

Reach out to your back office with questions and for campaign support.

Producer Campaigns

For marketing organizations interested in sharing OneAmerica campaigns with financial professionals

Many of your producers already know long-term care protection should be an important part of their clients' financial strategies. Even so, they may struggle with how and when to start conversations about long-term care.

By running a producer-focused campaign, you can set your financial professionals up for success by giving them tools and resources to learn about our products and educating them on how they can run their own consumer campaign.

Find producer materials

Once you've chosen a campaign theme and visited the campaign landing page, you'll find key producer resources by scrolling down past the consumer campaign materials. Producer materials can help financial professionals learn about OneAmerica Care Solutions and how to position asset-based LTC products for their clients. Producer resources may include:



Sales ideas

OneAmerica Care Solutions sales ideas can help you better understand the value provided by our long-term care products. These pieces include best practices for communicating specific aspects of our products to potential and existing clients.



White papers

A white paper is an extensive guide written by a knowledgeable leader in that field. Our white papers highlight the benefits of an asset-based policy.



Producer guides

Get educated on ways you can help your clients protect their financial future with the OneAmerica product suite. These brochures go into specific details about funding options, product highlights, numerical examples, benefit triggers and optional riders.



Deep dives

Deep dives provide even more detail into product specifics.

Need help running a producer campaign?

You can build your own producer campaign using the resources above, or reach out to your OneAmerica Care Solutions regional sales director.

Visit **AssetBasedLTC.com** and get started on a campaign today!

About OneAmerica®

A national leader in the insurance and financial services marketplace for more than 140 years, the companies of OneAmerica help customers build and protect their financial futures.

OneAmerica offers a variety of products and services to serve the financial needs of their policyholders and customers. These products include retirement plan products and recordkeeping services, individual life insurance, annuities, asset-based long-term care solutions and employee benefit plan products.

Products are issued and underwritten by the companies of OneAmerica and distributed through a nationwide network of employees, agents, brokers and other sources that are committed to providing value to our customers.

To learn more about our products, services and the companies of OneAmerica, visit **OneAmerica.com/companies**.