



February is "Insure Your Love" Month

It's the beginning of 2015, so this campaign comes at the perfect time to help you kick start life insurance sales in your agencies this year. I will be sending you information during the month to help you promote this. Here are some ideas you can use to promote life insurance in February:

Facebook Posts on Auto-Owners Facebook Page

Each week in February we will post on a topic related to life insurance to our A-O Facebook page. Make sure you follow Auto-Owners Insurance on Facebook because you can share anything that we post to your agency Facebook page. <https://www.facebook.com/AutoOwnersInsurance>

Life Insurance Advertising Options

Postcards:

Life Insurance Awareness Month is a great time to do a life insurance mailing. We have many life insurance postcards available. The direct mail program can be accessed by following this path on the agency portal: *Marketing & Sales -> Advertising & Merchandise -> Programs -> Direct Mail Ordering System*

Print Ads & Posters:

We have many life insurance print ads available for you to use. You can view all these ads, along with available posters, by visiting the Agency Portal and following this path: *Marketing & Sales → Advertising & Merchandise → Campaigns → Life Insurance.*

In order to be reimbursed for print ads, you must complete and send in the Reimbursement Checklist, along with a copy of the paid invoice and a tear sheet from the newspaper *for each ad published and for each day it ran.* The name of the newspaper and the date should also be intact.