



EverydayProtect

# Sales Aid Toolkit



# EverydayProtect advisor toolkit

Welcome to the EverydayProtect advisor toolkit.

This is a suite of resources here to help you tell your clients about EverydayProtect and the real benefits it can bring.

## **In this toolkit you will find:**

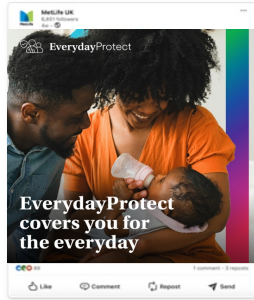
- Overviews of each selling aid - showing you how to use each item
- Instructions on how to use each tool
- Examples of using the assets
- Links so you can download the items

Please explore the toolkit below and leverage these materials to open client conversations.

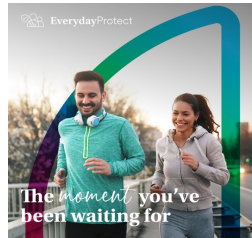
As always, we welcome your feedback on how MetLife can become an even stronger partner.

# Overview of the toolkit

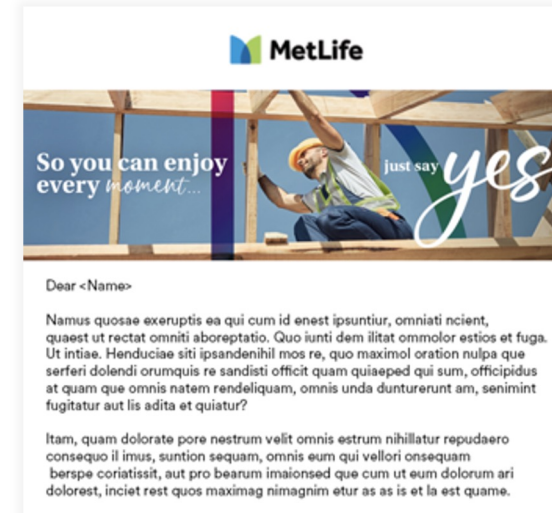
## What's in the toolkit?



2 x Social Posts



3 x Posters



1 x Email content & 2 x email banners



# Social Posts

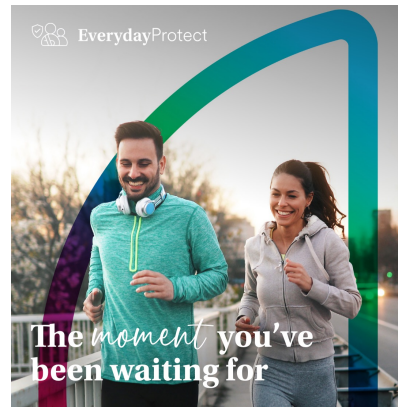
Engage colleagues and clients through social conversations driving awareness and intrigue.

Short social posts create bit-sized messaging that can power conversations.

Create post content that is engaging and invites viewers to learn more and explore EverydayProtect for themselves.



LinkedIn Carousel Post



LinkedIn Single Image Post



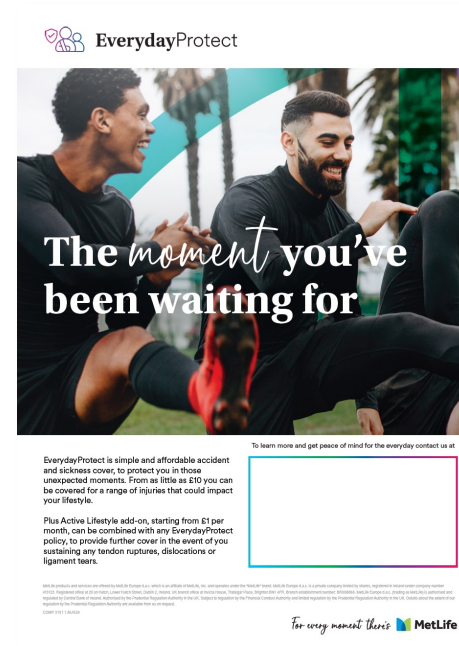
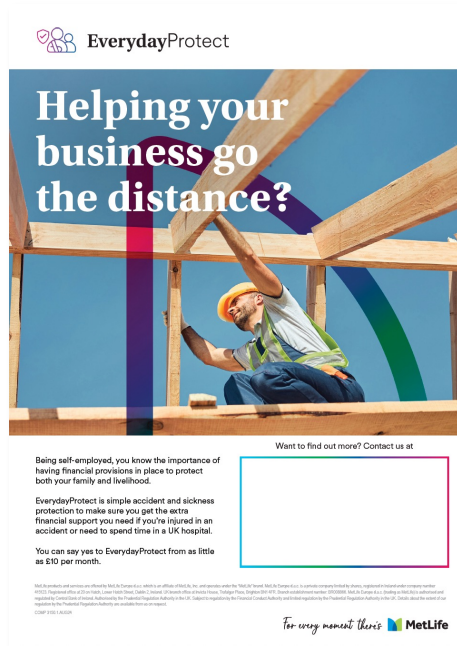
# Posters

These eye-catching posters can be used to increase visibility on key EverydayProtect benefits & cover options and raise awareness to potential clients.

## Print:

Display in high foot traffic areas to raise awareness of key benefits. Rotate posters bi-weekly to keep messaging prominent and fresh.

The coloured box in right corner is there for business cards to be attached to the posters or contact information inserted. This way people will know who to contact when they are interested.



## Print Usage Instructions:

1. Access the Toolkit site and click the 'Poster Downloads' option
2. Choose desired print quality poster file(s)
3. Save files locally, and print them from your office or home printer
4. Display printed poster prominently in your office, kitchen, or waiting areas, or in relevant locations

## Top Tip: Promote in gyms or sports clubs

Take advantage of printed posters to raise awareness of EverydayProtect in gyms, sports clubs or classes.

# Email Template

Emails can help you reach clients directly, so you can let them know about EverydayProtect and how it could help them, for the everyday.

## Usage:

- Newsletter to your clients to let them know about the product and what it can offer
- Curated email content with an introduction and outro that can be personalised by you for your clients
- There is one email banner that can be used but doesn't always need to be



Dear <Name>

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## Setup:

1. Access the toolkit site
2. Navigate to the email section
3. Download the email files to your computer, as well as the banner option if you will to include
4. Write your personalised message in the email to your clients
5. Enter the clients email address
6. Click send

## Note:

The emails are a Microsoft Outlook template - so you'll need to use this as your email client to be able to open the files. If you use a different email client, you can use the email banner to create your own email.

For every moment, there's  **MetLife**





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