

RETIREMENT REALITY



**Your Customized
Client And Prospect
Marketing Solution**





What is Retirement Reality?

How often do you reach out to your customers? Prospects? How much time do you spend trying to contact leads you've purchased through a secondary service?

Wouldn't it be great if a system could keep in touch with your customers and prospects – reminding them of your expertise and services? What if this system could also tell you who is actually interested in your services so that you could reach out when they are ready to talk?

Retirement Reality is that service.

Did You Know?

For every \$1 you spend on email marketing, you can expect an average return of \$38¹

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Your Clients/Prospects Want to Hear from You

Retirement Reality was created to reduce the time and administrative work required to keep in touch with your client and prospect list.

You already know that your best clients/prospects are the ones that want to hear from you. Retirement Reality is our full-service, web-based marketing platform that ensures you are staying on your clients/prospects' radar through customized automated emails and content marketing.

When you sign up for a Retirement Reality program, our team will create a custom web page for your services and send regular marketing emails to your list. Those emails will use content to help explain complex life insurance and annuity concepts such as saving for retirement, income planning, and other important life events.

Retirement Reality focuses on topics that educate consumers on how to get "to" and "through" retirement.

Did You Know?

72% of consumers prefer email as their source of business communication¹



Automated Marketing with a Personal Touch

Marketing automation saves time, but to get the best results, it also needs an element of personalization.

As part of every Retirement Reality plan, our marketing team will send out emails personalized with your contact information which links to targeted articles on the Retirement Reality website.

Did You Know?

61% of consumers enjoy receiving promotional emails weekly and 38% would like emails to come even more frequently¹



With our smart content platform, every article will contain a professional contact section with your contact information and a link to your personal Retirement Reality page. Our marketing platform also tracks each email address to generate a report on opens, clicks and navigation to the Retirement Reality website, which you can use to track the interests of your clients and prospects.

Retirement Reality is customizable to any agent or agency with a flexible marketing program that meets your needs and budget.

Check out the available pricing options on the next page and choose the marketing program that fits your business!

Did You Know?

Email has a higher conversion rate than social media and search engines combined¹

¹ Email statistics according to Constant Contact, 10 Eye-Opening Email Marketing Stats You Need to Know (April 12, 2017)

Your Retirement Reality Program

Retirement Reality offers two different programs based on the size of your email distribution and web-based marketing platform. Remember, these costs will include: setting up your personal Retirement Reality website, sending out HTML emails to your clients/prospects, access to a HubSpot CRM, tracking email response rates and generating articles and resources for your use. These monthly costs incorporate all the fees necessary to maintain your Retirement Reality website and emails targeting your client/prospect list.

Once you select a plan, Retirement Reality needs you to submit specific information to set up your RR website and email marketing including your name, email, phone, social media sites (if applicable), and a client/prospect list with specific fields (email, age, etc.) so we can target market specifically to your clients/prospects. Our marketing team will assist you throughout the process.

PROGRAM TYPE:	<u>BASIC</u>	<u>BEST</u>
MONTHLY COST:	\$75	\$100
Personalized Agent Website Page Hosted on RetirementReality.com	★	★
Website Setup & Updates	★	★
Import Client/Prospect List	★	★
Develop Articles for Site/Emails	★	★
Personalized Email Marketing Template	★	★
Monthly Marketing Reports	★	★
One Email Per Month (List size up to 250 email addresses)	★	★
Two Emails Per Month (List size up to 500 email addresses)		★

Do you have more than 500 email addresses/clients/prospects? Additional email addresses beyond the Best program can be added at the rate of \$50 per 500. Retirement Reality will work with you to develop a monthly budget and program that best fits your marketing needs. **Please contact us at info@retirementreality.com.**





HAVE MORE QUESTIONS?

CONTACT US