

HEALTH AND LIFE INSURANCE INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- See how much you know about your insurance plan. Take this test and find out!
- Do you have an emergency plan for your family? Find out how secure you are!
- Share your smoking habits and let's evaluate the risk of not having insurance!



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

LINKS TO LIVE INDUSTRY EXAMPLES

- [Term life insurance calculator](#)
- [How much life insurance do you need?](#)
- [What type of life insurance should you buy?](#)
- [Health insurance marketplace calculator](#)
- [How medical conditions affect your rates](#)

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- What type of health insurance should you get?
- What type of life insurance should you get?
- List your top priorities and we'll suggest an insurance plan that fits your needs.



STAY **TOP OF MIND**

COST CALCULATORS

- Cost estimate of a life insurance plan for the entire family!
- Quick estimate of a health insurance plan for you!



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- Calculate ROI for your insurance plan.
- Are you paying more than you should for your insurance plan?



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

- Estimate your cost savings with our insurance plans!
- Is your current insurance plan the right one for you? Find out now!
- Not happy with your current insurance plan? Let's customize a plan for you.



GROWING **MQL**