

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!
- Planned a future for your family in case of an emergency? Find how secure you are!
- Share your smoking habits and let's evaluate the risk of not having an insurance!



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

LINKS TO LIVE INDUSTRY EXAMPLES

- [Life Policy endowment calculator](#)
- [Money back insurance policy calculator](#)
- [Life endowment calculator](#)

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- What kind of benefits do you receive from an insurance plan?
- Which type of insurance should you get?
- Which insurance plan best suits you?



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

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



GROWING **MQL**