

Suggested Activities & Examples

(Targeting 50-70 yrs. Prospect Lists)

- **Social Media Content** - *"Did You Know? Retirement"* Social Sequence (FMG)
- **Social Media Content** - *"Considerations Before Filing For Social Security"* (Gainfully)
- **Social Media Content** - *"Maximizing Your Retirement Income"* (FRG Library/Featured Campaigns)

- **Landing Page** - *"Maximizing Your Retirement Income"* (FRG Library/Featured Campaigns)
- **Blog/Vlog** - *"When to Begin Collecting Social Security"* video script (MOD)
- **Website Banner** - *"Maximizing Your Retirement Income"* (FRG Library/Featured Campaigns)

- **Email** - *"Social Security Resources"* (FMG)
- **Brochure** - *"Basics of Social Security"* (MOD)
- **Webinar Invite** - *"Seven Keys..." or "Social Security"* (FRG Library/Featured Campaigns)

- **Posters/Flyers/Inserts, etc.** - *"Maximizing Your Retirement Income"* (FRG Library/Featured Campaigns)
- **Brochure** - *"Basics of Social Security"* (MOD)

- Allianz Seminar - "Seven Keys to Enhancing Benefits"
- Broadridge Seminar - "Social Security"

(Complete seminar kits available in FRG Library)

- **Social Security Speaker** - Organize event where representative from SSA is guest speaker. Coordinate a speaker [HERE](#).
- **CPA Guest Speaker** - Organize event where local CPA discusses transitional tax-related
- **Birthday Brunch Month** - Organize a monthly or quarterly group brunch for clients whose birthday is that month or quarter. Invite them bring a guest and answer frequently asked questions as one approaches retirement.

Due to MOD and FMG regularly updating their content, some of the proposed pieces may not be available. If you find that your piece is no longer available, please contact your dedicated Marketing Account Manager for assistance in finding a replacement piece.



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