



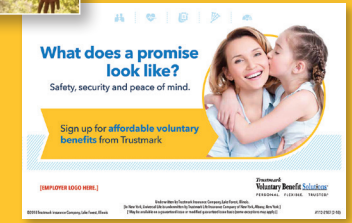
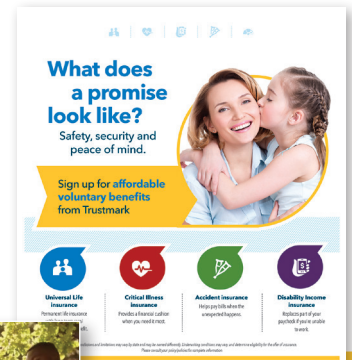
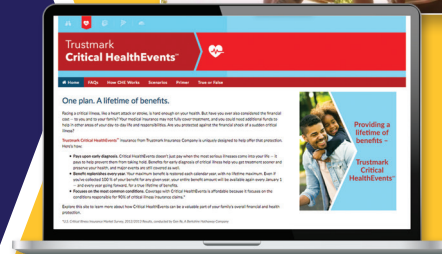
# Customized Trustmark Enrollment Campaigns

The most effective voluntary benefits enrollment is one that employees **know** about!

## Your turnkey communication solution

- **Increase employee awareness** of an upcoming enrollment.
- Announce and educate on the specific Trustmark voluntary **products available**.
- Let employees know exactly **how to enroll**.
- **Increase participation in all benefits** and engagement.

**73% of employees** who receive 4 benefit communications touchpoints are likely or very likely to **recommend their employer** – more than **twice as many** as those who receive none!\*



## Enrollment Communications

**Customize** by target market and products; add client's logo and instructions.

**Printed materials:** posters, postcards, 3D table tents, stuffers.

**Email campaigns:** three-part email series; link to microsites, videos, product PDFs, enrollment schedulers.

**Benefit guide content:** product information for employees' benefit guides.

**Text messaging:** pre-written texts employer sends to employees to remind about enrollments or appointments.

## Product Pieces

**Detailed information** about product features, customized to offering and employer.

**Customize** with client's logo and enrollment instructions.

## Digital Materials

**Product microsites:** product videos and information.

**Landing pages:** customize with available Trustmark products, client's logo and links (e.g., to your schedulers).

**Videos:** discuss features and need for each product.

\*Trustmark and Customer Benefit Analytics, "Who Buys Voluntary and Why: 2017 Enrollment Study."

**You care.  
We listen.**



# IT'S EASY: Work with your Trustmark sales/service representative to plan your campaign!

## Recommended campaign timeline:

- **T-minus 4 weeks**  
Order materials. Include specific enrollment instructions (call to action). Add content to benefit guides.
- **T-minus 3 weeks**  
Distribute first set of materials: hang posters, send first email announcement.
- **T-minus 1-2 weeks**  
Send follow-up materials: postcards, stuffers, second email announcement.
- **Enrollment begins: blastoff!**  
Provide third and final enrollment email. Equip benefit counselors with product pieces.
- **PLUS:** If you have a long open enrollment, provide an additional mid-enrollment reminder email.

*Best practices for enrollments vary by case. Talk with your representative about what materials and timeline work best for you.*



**Trustmark Universal LifeEvents® Insurance with Long-Term Care Benefit**

Two important coverages for when you need them the most

**Financial security even after a loss**  
Protecting your loved ones is one of life's greatest responsibilities. When a family loses someone, in addition to grief, survivors may suddenly be faced with costly expenses and debts, and even a loss of income. Universal LifeEvents can help.

Universal LifeEvents provides a **higher death benefit during your working years**, when your needs and responsibilities are the greatest. (See reverse for more on how Universal LifeEvents works.) You can choose a benefit amount that provides the **right protection for you**.

Universal LifeEvents insurance can mean those left behind can still pursue their own dreams, and help ensure that the ending of one story won't stop the beginning of another.

**Universal LifeEvents sample rates**  
Sample range of level rates for employee only, non-smoker coverage. Your rate can vary based on additional features selected by you and/or by your employer.

Age at purchase	\$25,000 policy
30	from <b>\$3.49 - \$4.99</b>
40	from <b>\$5.49 - \$6.79</b>
50	from <b>\$7.84 - \$10.71</b>

Sample rates are shown for illustrative purposes only. Rates may vary by age, smoking status, state, employer and features selected by you and/or by your employer. An application for insurance must be completed to obtain coverage.

Universal LifeEvents is flexible payment  
to meet your needs.  
to meet your needs.  
to meet your needs.

the younger you are when you enroll,  
the more benefits you receive  
for the same premium.

no medical  
exam needed.

See reverse for more information on Universal LifeEvents insurance from Trustmark Insurance Company.

## Messaging customized to your enrollment:

- Motivate employees with what **action to take** with each communication.
- Instruct employees on **how to sign up** and **enroll**.
- Communicate **when and how long** the enrollment is.
- Provide information that **best supports your enrollment**.
- Promote **incentives to see an enroller**, if applicable.

What does a promise look like?  
Safety, security and peace of mind.

Don't miss this opportunity to take advantage of these benefits!

September 01 - September 01, 2018

Sign up for affordable voluntary benefits from Trustmark

What does a promise look like?  
Safety, security and peace of mind.

Sign up for affordable voluntary benefits from Trustmark

**Learn more at:**  
[trustmarkins.com/launchpad](http://trustmarkins.com/launchpad)

**Trustmark**  
benefits beyond benefits

Underwritten by Trustmark Insurance Company  
Rated A- (EXCELLENT) A.M. Best

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