



## Campaign to Go: Key employee retention and retirement

Here's a pre-built campaign designed to create interest around the topic of key employee benefits — opening more doors so you can deliver more solutions. First, learn more details on the [key employee retention and retirement page](#).

Then plan these weekly tactics so it works with your schedule and start executing. Hint: Include time for prep and mail delivery so you spread out your touch points.

### ***Week 1: Web, email and social >***

#### Web

- Embed [this video](#) (click Share, then Embed to get HTML code)

#### Email

- [Key employee retention and retirement approach email](#) (LF952) — links to video

#### Social

- Show your key employees they are valued. Give them additional ways to save for retirement. And protect them with life and disability insurance. We can show easy solutions to recruit and retain top talent. <http://bit.ly/2BXb5gE>
- Do you have key employees that play important roles in your organization? Take 2 minutes to learn about how key employee benefits can help your business. <http://bit.ly/2KKOULh>

\* For images that accompany the posts above, view the [social media bank](#) (BB10910)

### ***Week 2: Direct mail, email and social >***

#### Direct mail

- [Approach letter](#) (BB11511)

#### Email

- [Primary uses of deferred comp plans](#) (LF625) — links to brochure

#### Social

- Having difficulty recruiting and retaining top talent? If so, reconsider your key employee benefits. We can show you how benefits help recruit and retain key people. <http://bit.ly/2BXb5gE>
- Could key employee benefits really have an impact? Yes! Let's get a plan in place to help you achieve your business goals.

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### ***Week 3: Email and social >***

#### Email

- [Popularity of deferred comp plans \(LF368\)](#) — links to testimonial video

#### Social

- How would the departure of a key employee hurt your business? Avoid finding out. Offer key employee benefits that help keep your best talent in place. We can help. <http://bit.ly/2BXb5gE>
- Do you worry about your competitors offering benefits that might draw valuable employees away from your organization? See how you could offer benefits that can help retain those employees. <http://bit.ly/2KKOULh>

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### ***Week 4: Email and social >***

#### Email

- [Overcoming 401\(k\) refunds and limits \(LF296\)](#)

#### Social

- Did you know you could be helping your key employees – and yourself – save more for retirement? <http://bit.ly/2IUHNT7>
- Would you like to offer more key employee benefits to your top talent? Almost half of business owners do. Check out the types of benefits your peers are offering from a recent business market study. <http://bit.ly/31tqSO1>

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