

ABOUT THE PROGRAM

Our Automated Marketing Program is a turnkey solution that helps you target the individuals and families that best fit your business model. Our data paired with consistent automated touch points will help you generate more qualified sales-ready leads for you each month!

PROGRAM INCLUDES:

- ❖ 12 Direct Mail Targeted Touch Points, 1 per month
- ❖ Use Our Targeted Data or Provide Your Own
- ❖ FINRA Reviewed Content
- ❖ Fully Automated, Turnkey Solution
- ❖ Plan Annually, Pay Monthly

12 AUTOMATED TOUCHPOINTS

The image displays 12 monthly touchpoints arranged in a 3x4 grid. Each touchpoint is a unique shape (e.g., arrow, speech bubble, banner) with a blue background and white text. The touchpoints are:

- JANUARY:** 5" x 7" Postcard. Content: "It's no surprise... 73% of Americans name Finance the #1 STRESSOR".
- FEBRUARY:** 8.5"x14" Legal Mailer. Content: "2018 COLLEGE PLANNING".
- MARCH:** 8.5" x 11" Bifold Mailer. Content: "COLLEGE PLANNING".
- APRIL:** 6" x 9" Postcard. Content: "59% of ADULTS SAY THEY'VE USED PAYCHECK PROTECTION".
- AUGUST:** 8.5" x 11" Bifold Mailer. Content: "WHAT CAN YOU AFFORD?".
- JULY:** 6" x 9" Postcard. Content: "WHAT'S YOUR EXCUSE?".
- JUNE:** 5" x 7" Die-cut Self-Mailer. Content: "DO YOU HAVE TIME FOR THE RIDE?".
- MAY:** 6"x9" Invite Self-Mailer. Content: "MAY BEE EDUCATION".
- SEPTEMBER:** 8.5"x14" Legal Mailer. Content: "THE 5 LEVELS OF CREDIT".
- OCTOBER:** 6" x 9" Postcard. Content: "72% OF OWNERS ARE ON TRACK?".
- NOVEMBER:** 5" x 7" Die-cut Self-Mailer. Content: "ESCAPE THE CREDIT TRAP?".
- DECEMBER:** 6"x9" Invite Self-Mailer. Content: "83% OF OWNERS SAY THEY'VE USED PAYCHECK PROTECTION".



SCAN TO GET STARTED!

letstalkfinancialwellness.com/APP

OUR EASY ENROLLMENT PROCESS

**ALL-INCLUSIVE
PLAN
STARTING AT
\$0.75
PER PROSPECT**

- 1** Go to enrollment form online
- 2** Provide contact information for personalized imprint
- 3** Build ideal prospect profile by selecting attributes
- 4** Attached your photo, logo, and business card
- 5** Click submit



Attributes 1-8 are included with Standard plan, 9-15 are additional with Plus and Premium plans. Custom attributes available upon request.



UNLOCK HIGHER RESPONSE RATES

Improved data on consumer behavior has increased prospecting list response rates from 2.9% to 4.9% since 2017, according to Data Marketing Association.



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ABOUT US

At LTM Client Marketing we create and deliver customized communications to our client's customers and prospects in the insurance, financial services and tax industries.

Our goal is to help our clients develop loyal relationships and educate their clients through communications programs that help brand them as the trusted advisor. Our marketing solutions and programs do that through strategic and on-going touch points with their customers and prospects.

Call today to schedule a call
with your marketing specialist.



we're here to help.

1-800-243-5334

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LTM Client Marketing