



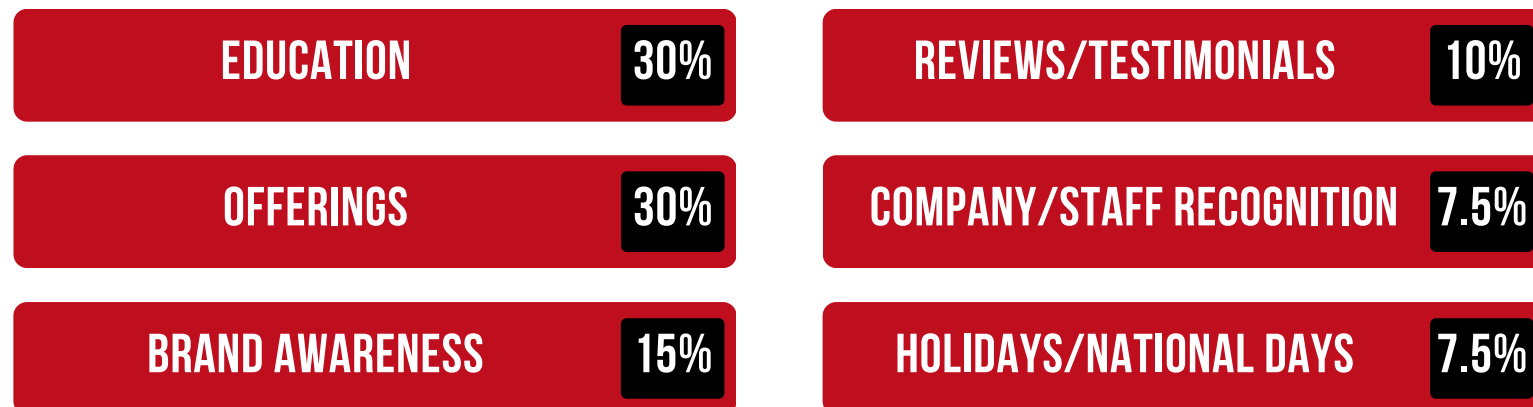
*social media*  
**STRATEGY**

ADIMPACT MARKETING



# Types of CONTENT

Through our social media efforts, we **educate** clients so they can be **confident** that they have the **protection** they need and **coverage** that is **easy to understand**.



# social PLATFORMS



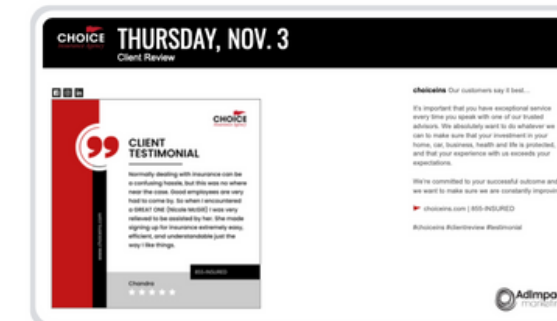
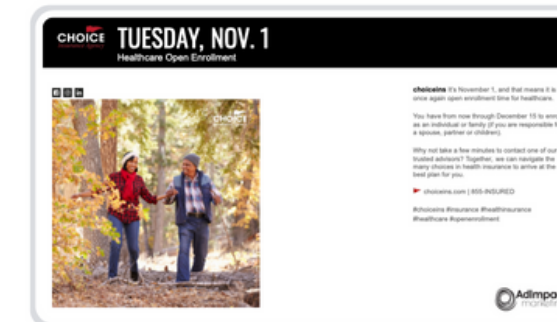
*we share*  
**3 POSTS PER WEEK  
PER PLATFORM**  
ON AVERAGE.



# content PLANNING

EXAMPLE

CHOICE Insurance Agency SOCIAL CALENDAR - NOVEMBER							NOTES / KEY DATES
SUN	MON	TUES	WEDS	THURS	FRI	SAT	
	Halloween f @ in	1 Healthcare Open Enrollment f @ in	2	3 Client Review f @ in	4	5	Healthcare Open Enrollment Veterans Day
6	7 Blog Post f @ in	8 Election Day f @ in	9	10	11 Veterans Day f @ in	12	Thanksgiving Black Friday
13	14 Long Term Insurance Awareness Month f @ in	15	16 General CTA-Insurance Review f @ in	17	18 Friday FAQ f @ in	19	Long-Term Insurance Awareness Month Freedom U
20	21 Business Insurance f @ in	22	23 Holiday Travel f @ in	24 Thanksgiving f @ in	25	26	
27	28 General CTA-Insurance Quote f @ in	29	30 Myself/Family Insurance f @ in				





True or False: the day before Thanksgiving is one of the busiest travel days of the year.

As it turns out, that is a myth. Summer weekends earn the distinction of busiest travel days of the year, alongside a handful of other holidays.

Regardless of when you travel, frequent travelers know that delays and cancellations can wreak havoc with your plans, schedule, and finances. Make sure you have travel insurance and know what is and isn't covered before you book your trip. Our trusted advisors can help.

[adimpactmarketing.com](http://adimpactmarketing.com)

**FAQ**

How much life insurance do I actually need?

If anyone depends on you for your income, you need to eliminate the financial uncertainty they would have to face without you.

According to Life Happens, experts recommend having life insurance that is **ten to fifteen times your gross income**, and many people need more than that.

Friday FAQ: How much life insurance do I actually need?

<http://choiceins.com> | 833-581-1011

#choiceins #insurance #lifeinsurance

**FACT**

Private health insurance only pays for doctor and hospital bills, not extended care at home or in a facility.

70% of men and women over the age of 65 will need some kind of long-term care services.

November is National Long-Term Care Awareness Month and one way you can honor this month is by looking into getting long-term-care insurance.







CHOICE  
Insurance Agency

IT'S NOT ABOUT HOW MUCH  
**LIFE INSURANCE** YOU NEED,  
BUT HOW MUCH YOUR FAMILY NEEDS  
IF YOU'RE NOT HERE.

What would your family do without your paycheck? If you don't have life insurance yet, now is the time to get it.

<http://choiceins.com> | 855-INSURED



Did you know that flooding is the most common and costly natural disaster in the United States?

- Just one inch of water can cause over \$25,000 damage to a home.
- Flood damage is not covered by a standard homeowners policy.

Request your free flood insurance review and protect your home from future damage: <https://bit.ly/3df75Mj>



Make sure you're covered this holiday season. Did you know insurance can help minimize large surprise expenses around the holidays?

From the right auto coverage to travel insurance, there are lots of ways to protect your budget from the unexpected. Why not talk to one of our trusted advisors today?







**BRAND AWARENESS** **15%**

855-INSURED

**CHOICE**  
Insurance Agency

You deserve the  
**FINANCIAL SECURITY**  
that comes from having the  
**RIGHT INSURANCE.**

WWW.CHOICEINS.COM

Why choose Choice?

- Every one of your local agents are ready and able to help you.
- We shop multiple insurance providers and are committed to making sure you have the right coverage for your needs.
- Our dedicated claims advocate works on your behalf when you have a claim.

Learn more at <http://choiceins.com> | 855-INSURED

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**CHOICE**  
Insurance Agency

Plan for  
**TOMORROW.**  
Live in  
**TODAY.**

WWW.CHOICEINS.COM

Life insurance is about planning for whatever tomorrow—be that tomorrow or next year—brings.

Live more confidently knowing you're planning for tomorrow and ensuring that you and your family are financially protected.

We make it simple. Contact us today at 855-INSURED OR [life@choiceins.com](mailto:life@choiceins.com) and let's talk about life insurance.

855-INSURED

**CHOICE**  
Insurance Agency

You deserve a team  
**OF LOCAL & TRUSTED AGENTS**  
to make insurance  
**EASY FOR YOU.**

WWW.CHOICEINS.COM

You've likely wondered if there was a trusted insurance advisor who could help you feel confident that you have the right coverage for your needs.

As a proactive protector of your assets, we believe you should understand your insurance coverage to create a secure financial future.

Contact us today for your free insurance review.



**CLIENT TESTIMONIAL**

Michelle with Choice insurance was very helpful quoting my homeowners policy and helping me transition the policy over to a rental policy. She also made sure we were covered during the moving period and I didn't have to worry about anything. Very pleased and look forward to continuing our business relationship with her and Choice.

www.choiceins.com

Chris

★★★★★

855-INSURED

Our customers say it best...

It's important that you have exceptional service every time you speak with one of our trusted advisors. We absolutely want to do whatever we can to make sure that your investment in your home, car, business, health and life is protected, and that your experience with us exceeds your expectations.

We're committed to your successful outcome and we want to make sure we are constantly improving.

**CLIENT TESTIMONIAL**

Choice Insurance Agency is professional, responsive, and goes the extra mile to ensure customers receive the best possible coverage at the most cost-effective price. Serving as the intermediary between the client and the carrier, they help make the entire insurance experience so much more agreeable.

www.choiceins.com

Jennifer

★★★★★

855-INSURED

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We're committed to your successful outcome and we want to make sure we are constantly improving.

**CLIENT TESTIMONIAL**

Normally dealing with insurance can be a confusing hassle, but this was no where near the case. Good employees are very hard to come by. So when I encountered a GREAT ONE (Nicole McGill) I was very relieved to be assisted by her. She made signing up for insurance extremely easy, efficient, and understandable just the way I like things.

www.choiceins.com

Chandra

★★★★★

855-INSURED

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**COMPANY/STAFF RECOGNITION** **7.5%**



We are honored to be recognized as a 2023 CoVa BIZ BOB Awards winner in three different categories!

- Best Health Insurance Provider for Business
- Best Commercial Insurance Firm (Benefits/Liability)
- Best Health Insurance Agency Brokerage

Thank you for trusting Choice Insurance Agency.



We're honored! We are excited to share that our Delaware office has won 2nd Place in the 2022 First State Favorites in the Northern Delaware Insurance category!

We absolutely want to do whatever we can to make sure that your investment in your home, car, business, health and life is protected, and that your experience with us exceeds your expectations. To speak with one of our agents in Delaware or at any of our other locations, call 855-INSURED.



Choice Insurance Agency provides insurance throughout the US, including Delaware! Meet our team located in Wilmington, DE.

<http://choiceins.com> | 855-INSURED







HOLIDAYS/NATIONAL DAYS

7.5%



National Financial Awareness Day is a holiday dedicated to developing the financial principles and practices that can build a solid financial future from now through retirement.

Regardless of your current income or acumen, we believe that financial freedom begins with financial education. That's why we created FreedomU at no cost to our clients. Learn more about this benefit - <https://bit.ly/3cZqWio>



It's Life Insurance Awareness Month.

Life changes and priorities shift, but the one thing that stays the same is the fact that family is important and so is our desire to protect them.

If anyone depends on you for your income, you need to eliminate the financial uncertainty they would have to face without you. Speak to a trusted life insurance agent to get a free life insurance quote today.



A new year, a new opportunity to stay insured as you achieve your goals. We wish you a very happy and healthy 2023!

