ChildShield
Cover so *simple* a child could use it

For every moment, there's **MetLife**

ChildShield adviser toolkit

Welcome to the ChildShield adviser toolkit.

This suite of resources is here to help you tell your clients about ChildShield and the real value it can bring.

Across the following pages, you will find:

• Overviews of each selling aid – showing how you can use each item

• Instructions on how you could use each tool

• Examples of using the assets

• Links so you can download the items

Please explore the toolkit below and leverage these materials to open client conversations. As always, we welcome your feedback on how MetLife can become an even stronger partner.
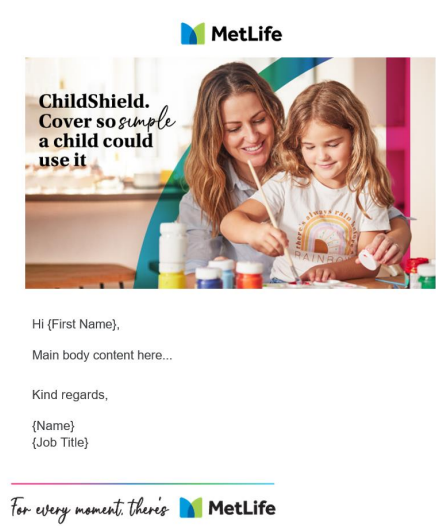
www.metlife.co.uk/childshield-adviser-toolkit

For every moment, there's MetLife

Overview of the Toolkit

What's in the toolkit?

4 Screen Savers

1 Yammer and social posts

2 Posters

3 Branded email templates

5 Online banners

For every moment, there's MetLife

Yammer and social posts

Engage colleagues and clients through social conversation driving awareness and intrigue. Short Yammer and social posts create bite-sized messaging that can power conversations.

For every moment, there's MetLife

1. Consider posting when trying to:

- Spark awareness of the new product
- Drive interest during renewal and portfolio review periods when clients review their policies
- Share your own client success stories as proof of real product benefits

2. Usage Instructions:

- Write your own perspective on ChildShield, or use the examples in point 3. Don't forget to use relevant hashtags such as #ChildShield
- Download the social images and select the one most relevant to your post
- Create a new social update in the social media platform
- Upload the image into the post, and paste your copy

Click HERE to download

3. Post Content Examples:

Example 1

ChildShield: Protection for parents' number one priority - their children.
Worrying about how they would manage financially if a child had an accident or became ill can be stressful for parents. That's why we're speaking to our clients about ChildShield from MetLife; a simple, affordable way for parents to get the peace of mind they're looking for. Speak to me if you're interested in finding out more! #ChildShield

Example 2

ChildShield: Cover so simple, a child could use it…
As advisers, we understand simplicity and understanding of their policies builds trust with clients. That's why we're speaking to our clients who are parents about ChildShield – MetLife's new policy that can provide accident and illness protection in an affordable way. Speak to us today if you're concerned about your finances in the event the unexpected happens. #ChildShield

For every moment, there's MetLife

Posters

These eye-catching posters can be used to increase visibility on key ChildShield benefits.

Top Tip: Promote in school clubs

Take advantage of printed posters to raise awareness of ChildShield in school clubs when they open in the new term.

Positioning eye-catching and easy to read materials in spaces where parents congregate, provides visibility at highly relevant events such as after-school sports clubs.

Print:
Display in high foot traffic areas to raise awareness of key benefits. Rotate the posters bi-weekly to keep messaging prominent and fresh.

Print Usage Instructions
1. Access the Toolkit site and click the "Poster Downloads" option
2. Choose desired print quality poster file(s)
3. Save files locally, and print them from your office or home printer
4. Display printed posters prominently in your office, kitchen, or waiting areas – wherever people will see them most!

Click HERE to download

For every moment, there's MetLife

Branded Emails

Emails can help you reach clients directly, so you can let them know about the ChildShield and how it could help them alongside their existing policies.

Usage:
- Newsletter to your clients to let them know about the new product
- There are two email banners to choose from

Setup:
1. Access the toolkit site
2. Navigate to the email section
3. Download the email file to your computer, as well as the second banner option if you wish to send out two emails to your clients - or prefer the second image
4. Write a personal message to your clients
5. Enter the clients email address
6. Click send

Note:

The emails are a Microsoft Outlook template – so you'll need to use this as your email client to be able to open the files.

If you use a different email client, you can use one of the digital banners to create your own email.

Click HERE to download

Screen Savers

Use digital displays and televisions around the office to raise awareness of ChildShield

Usage Guidance:

1. Click the link to download the ChildShield screen saver file
2. Locate the downloaded screen saver file and right-click
3. Select "Set as Desktop Background" which will save the file locally
4. Right-click any blank space on your desktop and choose "Personalize"
5. Click "Change Desktop Background"
6. Select the ChildShield screen saver file you just saved
7. Enable rotation settings allowing continual exposure

Click HERE to download

Digital Banners

Use on your intranet or any of your social platforms

ChildShield
Protection for your
clients' number one
priority; their children

For every moment, there's MetLife

ChildShield
Protection for your
clients' number one
priority; their children

For every moment, there's MetLife

ChildShield
Protection for your
clients' number one
priority; their children

For every moment, there's MetLife

Ideal Usage:
- Corporate intranet homepage banners
- Visual ad units on high traffic pages of your website
- Email signature blocks for external communications
- Email body banners for internal newsletter campaigns

Instructions:
1. Access toolkit portal and navigate to Digital banners
2. Select and download file pack
3. Upload creative files to website CMS
4. Embed images in key locations

Other uses:

Email newsletter templates
Paste the banners into the top of email newsletters you send to your clients.

LinkedIn Background Photos
Change your LinkedIn background image to support your professional profile and raise awareness of the product.

Click HERE to download

For every moment, there's MetLife

Digital banners continued

Example use:

Sales Presentation Slide Templates
Download and incorporate the images into PowerPoint presentations you use with prospective clients.

Using visually striking ChildShield designs during a sales is more engaging and keeps the product top of mind while speaking to the benefits.

Click HERE to download

For every moment, there's MetLife