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PREMIUM

Valuable Content to Benefit Members



As a New York Life Group Membership client, we want to extend regular content and tips for your use in marketing campaigns to your members. We hope you find these updates helpful.

Featured Content:

4 new life insurance videos ready for use

According to Forbes, 90% of people report that product videos help them make purchasing decisions.* Refresh your landing pages, social media and online applications using these videos that get to the heart of why life insurance matters.



[Browse the Collection](#)

*Forbes, "Video Marketing: The Future of Content Marketing," February 2017.

May is Disability Insurance Awareness Month (DIAM)

Find additional resources to promote your Group Disability Insurance Plan using Life Happens.



Need access to DIAM resources? Contact us for details.

[Email Us](#)

Use video to get prospects through the sales funnel

Discover tips for creating impactful video content for each stage of the sales funnel.

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Visit the Client Resources page at: <http://www.newyorklife.com/groupmembership/clientresources>

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