

HISPANIC HERITAGE MONTH— AND BEYOND

MARKETING GUIDE FOR COMPANIES

Introduction

Did you know that life insurance ownership among Hispanic Americans is at 41%, which is well below the U.S. average at 50%, and has declined 13 points in the past 11 years?

The Hispanic community also expresses the highest need for life insurance: **51% say they need life insurance, or more of it.**

These are just two of the findings from the [2022 Insurance Barometer Study](#) by Life Happens and LIMRA that highlight the Hispanic community's need for life insurance.

Life Happens has worked closely with its Diversity Advisory Group to develop marketing materials that speak directly to the Hispanic community. These resources address common myths and misconceptions that may stand in the way of getting coverage. **And importantly, these resources are in both English and Spanish.**

This was not just a “translate and done” initiative. And while the release of these materials lines up with Hispanic Heritage Month (September 15 to October 15), they are all evergreen and can be used beyond October.

This guide provides strategies and tips you can use to better serve the Hispanic community. We encourage you to follow us on social media to see and share the latest content and sign up for our [email list](#) to receive new resources and updates.

- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [LinkedIn](#)
- [YouTube](#)

Key Messages

- Hispanic Heritage Month takes place each year from September 15 to October 15.
- Hispanic Americans are a diverse and heterogeneous community, representing about 43 million adults (17% of the total U.S. population). Hispanics are the largest minority group in the United States. With many cultures and ethnicities included in this one designation, we can safely assume that while there may be intercultural similarities, there are also many differences.
- Life insurance ownership among Hispanic Americans (41%) is well below the U.S. average (50%) and has declined 13 points in the past 11 years.
- The Hispanic community expresses the highest need for life insurance: 51% say they need life insurance, or more of it. This suggests present-day interest from 22 million Hispanic consumers.
- When it comes to choosing a financial professional, sharing a cultural background with an advisor is three times more important to those who speak Spanish in the home.

Life Happens' mission as a nonprofit organization is to empower consumers by educating them about life insurance and its related products so they can protect their loved ones.

New Resources in Spanish

Engaging the Hispanic community with life insurance

We want to draw your attention to a few key resources:

- We've partnered with **Argentine artist Eugenia Mello** to create custom illustrations. As she so beautifully puts it, life insurance is “a multiplier of energy, where what you put in has the possibility of giving multiple possibilities to your loved ones.” [Check out her artwork here](#), which has been formatted into social media graphics, cover photos and a flyer for your use in both English and Spanish.
- We now have Life Happens' **Life Insurance Needs Calculator** available in Spanish on our website: [Calculadora de necesidades de seguro de vida](#). Share this link with producers so they can use it with their clients and prospects and walk them through their results.
- We have several **Real Life Stories** that highlight the power of life insurance in action in both English and Spanish. These stories—from Hispanic people who personally benefitted from life insurance, disability insurance or long-term care insurance—are powerful demonstrations of the benefits of different types of policies.
 - The [Virgen family's Real Life Story](#) shares how stay-at-home mom Teresa Virgen's life insurance policy replaced the value of her labor for her husband and three children after she died tragically in a car accident.
 - The [Lisete Montes de Oca Real Life Story](#) shares how life and long-term care insurance helped Lisete maintain her family's standard of living and enabled her two boys to attend college after Felipe passed away from leukemia.
 - The [Maria Landeros Lopez Real Life Story](#) shares how Roberto Loera's life insurance policy gave his family the financial support needed to allow time to grieve, pay for medical bills and even afford a college savings account for their sons after he died at age 47 from a brain tumor.

Submit a Real Life Story [here](#) that highlights your company or a top producer.

How to Get Started

Use this sample plan to inform your marketing strategy

Note: [Log in](#) to your Life Happens Pro Home Office account to download resources. If you're having trouble logging in or would like to know more about Life Happens Pro for companies, contact Erik Svensson at esvensson@lifelifehappens.org.

Step 1: Download all the available content in the [“Hispanic Heritage Month”](#) collection from Life Happens Pro, which includes flyers, videos, social media graphics, Real Life Stories and more in both English and Spanish.

- **Customize the resources to meet your branding, marketing and compliance needs** by reaching out to Life Happens' Sales Development Representative, Patrick Martin, at pmartin@lifelifehappens.org. That means your company's fonts, logos, brand colors and more—you pick the resources you'd like customized, and our creative team will take care of it.
- Keep in mind that our content can be used in many ways, like for general outreach in presentations, newsletters, your company's website, intranet and more.

Step 2: Schedule our [Hispanic Heritage Month social media calendar](#). This special calendar has suggested posts in Spanish for each weekday from September 15 to October 15. These include graphics, videos and animations—and their suggested post captions in Spanish.

Step 3: Combat the myths around life insurance head on. Our new flyer, [“3 Myths About Life Insurance.”](#) and companion [social media graphics](#) identify and address common misconceptions about life insurance. Use these pieces in English or Spanish to engage your audience and help change the Hispanic community's perception about life insurance, one conversation at a time.

Step 4: Share our Life Insurance 101 content, now in Spanish.

- Our popular Life Insurance 101 video can be found here: [El ABC de los seguros de vida](#). This quick video is the perfect introduction to the basics of life insurance.

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- We also translated our corresponding brochure, “What You Need to Know About Life Insurance,”: [“Todo lo que necesitas saber sobre el seguro de vida.”](#)
- Tie it all together by linking to the new Life Insurance 101 section of Life Happens’ website in Spanish at lifehappens.org/segurodevida, where we answer common FAQs about life insurance.

Best Practices

Share these tips with those in the field

Whether conducting an individual meeting or engaging a group, insurance professionals are encouraged to keep these best practices in mind:

- **Empathy:** Changing a client's or prospect's longstanding beliefs about life insurance will take time. Seek to understand the origins of their beliefs.
- **Inclusivity:** A client's or prospect's beliefs about life insurance are likely shared. Include family members and other thought partners in discussions on these resources.
- **Audience:** Think broadly when brainstorming audiences to engage with life insurance myths. In addition to existing clients, prospects and centers of influence, consider the following affinity groups:
 - Houses of Worship
 - Book Clubs
 - Investment Clubs
 - Alumni Associations
 - Professional Associations
 - Employee Resource Groups
 - Parent-Teacher Associations
 - Volunteer Service Organizations
 - Other Affinity Groups

Questions?

Have questions or want to tell us about what you're planning?

- Contact Life Happens' Director of Customer Success, Erik Svensson, at esvensson@lifelifehappens.org.
- Have questions specifically about social media? Reach out to Corey Goodburn, Life Happens' Social Media Specialist, at cgoodburn@lifelifehappens.org.
- Join our [email list](#) so you get the latest information on new content, webinars, and opportunities.