

Go Digital or Go Bust

THE IMPORTANCE OF DIGITAL MARKETING AFTER COVID-19

Your clients expect more



59% of mid-market business owners need their financial professional to be up-to-speed on a variety of insurance and protection solutions, including employee benefits.*

39% of mid-market business owners want help with retirement, opening up the door for more cross-selling opportunities.*

Your clients are relocating



34% of consumers plan to move away from their current location in the next five years.*

1-in-5 business owners intend to reduce, move, or eliminate offices in the next five years, making client retention top-of-mind for financial professionals.*

* (Sep. 2021) *Survey: Expectations Grow for Insurance Agents as Pandemic Persists*. Nationwide.

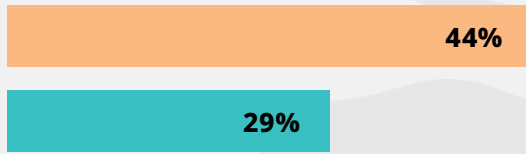
HIGH NET WORTH LIFE

BY PACIFIC LIFE

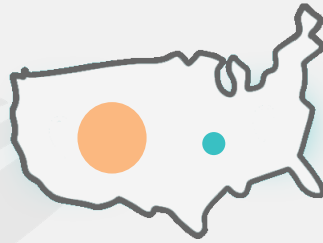
Digital adoption enhances revenue

High digital adopters Low digital adopters

Revenue growth >10%



47% increase



12% increase

Financial professionals that adopt digital grow faster.**

Digital adoption broadens the reach of a financial firm.**

We can help

For financial professionals¹ who don't have the time, expertise or desire to constantly create email marketing campaigns, High Net Worth Life offers a turnkey lead generation platform, so they can focus strictly on follow up.



FRESH CONTENT

Curated and original content grabs the attention of clients & prospects



OPTIMIZED DATA

Proprietary segmentation models allow us to tailor content & optimize results



LEAD TRACKING

Our platform offers a 360° view of prospect activity, so follow up is quick and easy



MORE REVENUE

Our data-driven campaigns have helped multiple firms boost revenue

Reach out to us



(949) 420-7272



admin@highnetworthlife.com

HIGH NET WORTH LIFE

BY PACIFIC LIFE

** (2019). *Rise of the Digital Insurance Agency*. Liberty Mutual Insurance and Safeco Insurance.

¹ In order to sell life insurance, a financial professional must be a properly licensed and appointed life insurance producer.

Pacific Life Insurance Company is licensed to issue insurance products in all states except New York. Product/material availability and features may vary by state. Insurance products and their guarantees, including optional benefits and any crediting rates, are backed by the financial strength and claims-paying ability of the issuing insurance company. Look to the strength of the life insurance company with regard to such guarantees as these guarantees are not backed by the broker-dealer, insurance agency or their affiliates from which products are purchased. Neither these entities nor their representatives make any representation or assurance regarding the claims-paying ability of the life insurance company. Pacific Life Insurance Company's Home office is located at 700 Newport Center Drive, Newport Beach, CA. **Pacific Life is a product provider. It is not a fiduciary and therefore does not give advice or make recommendations regarding insurance or investment products.** Copyright 2022 © Pacific Life Insurance Company