



LIMRA LEARN
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Where Leading-Edge Learning Meets Real-World Results

Where innovation meets education and dynamic content meets proven curriculums, LIMRA Learn powered by HPN breaks the mold of traditional training programs. This learning experience is designed to provide advanced knowledge and skills for advisors when, where, and how they need it — empowering them, and your business, to reach their full potential.

These video-based microlearning courses offer financial professionals:

- ▶ Access to scalable, digital content featuring the industry's top experts
- ▶ The flexibility to complete learning pathways at their own pace
- ▶ elearning knowledge checks to assess and reinforce key learning objectives
- ▶ Analytics and reporting for greater accountability



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Growing Your Business Through Social Media Marketing

In today's digital world, successful financial professionals have developed the ability to grow their businesses by interweaving both traditional and digital engagement strategies. Leveraging social media marketing is no longer optional, but rather essential to building a successful practice. In this learning pathway, you will receive tools, language, and best practices from some of the top experts and advisors on how to harness social media proactively to grow your business and engage online.

Learning Pathways

- ▶ Getting Started With Social Media Marketing
- ▶ Leveraging LinkedIn for Business Development
- ▶ Best Practices for Your LinkedIn Profile
- ▶ Interweaving Virtual Networking With Traditional Networking
- ▶ Strategic Calling Language for Social Media
- ▶ Leveraging Technology: Great Ideas for Prospecting
- ▶ Differentiating Your Brand Through Social Media
- ▶ Using Social Media for Prospect & Client Loyalty
- ▶ New Marketing Aspects to Gain New Clients
- ▶ Amplifying Your Team's Brand through Social Media
- ▶ Biggest Lessons Learned in Developing a Social Media Presence

To learn more, visit www.limra.com/limra_learn or TalentSolutionsInternational@limra.com