



LIMRA LEARN
Powered by HPN UNIVERSITY



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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Creating Engagement Through Social Media Marketing

In today's tech savvy society, developing the ability to engage online with potential clients and existing clients has become critical. Top financial professionals have learned how to develop trust and credibility through social media marketing. 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. These insights will not only help you attract new clients, but also develop more loyalty among your existing clients.

Learning Pathways

- ▶ Modern Selling: Winning Business by Building Trusted Relationships
- ▶ Optimizing Your LinkedIn Profile to Attract Opportunities
- ▶ Developing Credibility and Trust by Engaging Online
- ▶ Getting Started With Social Media Marketing
- ▶ Leveraging Technology: Great Ideas for Prospecting
- ▶ Using Social Media for Prospect & Client Loyalty
- ▶ New Marketing Aspects to Gain New Clients
- ▶ Identifying the Do's & Don'ts of Your Social Media Pages
- ▶ Utilizing Social Media to Identify Prospecting Opportunities
- ▶ Language & Techniques to Harness Social Media Proactively

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