



Connect

Your Brand to Financial, Accounting, and Insurance Professionals with Purchasing Power

NSSA is an Accredited Financial Services Training Organization Which Will Provide Measurable Marketing for Your Brand

\$323 billion

Financial, accounting, and insurance professionals are a \$323 billion market

78 million

Baby Boomers who need information about Social Security and retirement planning

Multimedia Campaigns

Including television, radio, print, and digital platforms

Extended Reach

Marketing through a wide range of traditional and digital media platforms will reach financial, accounting, and insurance professionals globally

Access-to-Audience

Email marketing, social media, blogging, video marketing and press releases

Drive Sales and Traffic

Grow your customer base, increase brand awareness and loyalty among financial, accounting, and insurance professionals to generate more engagement

Cause Marketing

Charitable partner: American Financial Education Alliance



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ALL ABOUT NATIONAL SOCIAL SECURITY ADVISOR (NSSA)



- **National Social Security Advisor (NSSA)** is a financial services training organization, which specializes in training financial planners, accountants, brokers, and insurance agents how to help their clients **maximize Social Security benefits**.

- **NSSA is the only Social Security training program accredited** by ACAP (Assessment-based Certificate Accreditation) Council, of the Institute for Credentialing Excellence.

- The **NSSA® Certificate Program** is a nationally recognized standard of competent and ethical Social Security planning, education, and training.

- With a population of **78 million Baby Boomers** swelling the ranks of retirees every year, there has never been a better time for financial services professionals to learn how to help their clients maximize their benefits for a more comfortable retirement.
- Now that retirement can last 30 years or more, **Social Security benefits are more important than ever** for helping seniors to enjoy their retirement without worrying about running out of money.
- **The majority of professional advisors know little more than the general public about how to plan for their Social Security program.**
- As a result, a married couple might not understand they have options, and might end up **leaving \$100,000 or more on the table.**
- With **retirees willing to move their assets to someone who is able to help them** understand Social Security, it is increasingly an imperative for financial planners, accountants, and brokers and insurance agents to understand the program.
- The **NSSA® Certificate is the industry standard**, an honest signal to both clients and colleagues that one is able to provide them with thoughtful, strategic, and expert advice for maximizing their Social Security filings.



Goals

- Educate people and organizations about **your** products and services
- Increase **your** brand awareness and loyalty
- Grow **your** customer base
- Drive **your** traffic and sales

WHY PARTNER WITH NSSA?

Sponsor Benefits

Measurable Engagement



NSSA will work with sponsors to **measure engagement and activation**, **create customized campaigns**, and offer on-site opportunities at live events



Reach your market: Access the \$323 billion market of financial, accounting, and insurance professionals



Brand to the global financial, accounting, and insurance professional community



Live Events include financial seminars and the anniversary of Social Security



Promotional opportunities include pre-marketing, on-site, and follow-up campaigns.



Interactive Contests to promote your brand

Media and Extended Reach



Multi-media campaign includes television, radio, strategic alliances, videos and blogs



Online marketing campaign through a variety of media outlets



Extensive social media presence on Twitter, Facebook and other platforms



Email marketing and follow-up from calling campaign



Blogs and podcasts

Press releases and articles

Newspaper and magazine promotions

Online and Digital Marketing

Video marketing campaign

Internet articles

Mobile marketing



TOP 10 REASONS TO SPONSOR NSSA

1. **NSSA is a financial services training organization** which will provide measurable engagement for your brand.
2. **Reach the \$323 billion** market of financial, accounting, and insurance professionals
3. **Boost Brand Awareness and Loyalty** through product placements, signage, company representatives, traditional and digital media
4. **Live Events** with pre-marketing, on-site opportunities and follow-up campaigns to promote your brand
5. **Access-to-Audience** through email marketing, social media, videos, blogging, and mobile marketing
6. **Engagement** through multimedia campaigns, including a variety of digital media
7. **Expand Your Target Audience** gaining lifelong customers in the financial, accounting, and insurance professional market
8. **Warrick Graves and Marc Kiner** as spokespeople for your brand
9. **Cause-Marketing Benefits** from charitable partners American Financial Education Alliance and Society of Financial Awareness
10. **Award Presentation** as you receive the "Making a Difference Award" with media and photo opportunities

DEMOGRAPHICS OF FINANCIAL, ACCOUNTING, & INSURANCE PROFESSIONALS

- Age primarily **30-65**
- **College-educated** professionals
- Insurance brokers and agencies are a **\$157 billion** market
- There are over **400,000** insurance brokers and agents, who collectively employ over **995,000** people
- Financial planners are a **\$56 billion** market
- There are over **117,000** financial planning companies in the United States, and they collectively employ over **216,000** people
- **Growing industry:** More and more Americans are nearing retirement age, and they are in search of financial planning and advice services
- **76.79%** male, **23.21%** female
- Accounting services are a **\$110 billion** market
- There are over **95,000** accounting businesses, which employ over **550,000** people
- **Industry is growing**, characterized by higher client volumes and increased investment in technology
- Expected to **continue to grow** with stronger business activity and improving economy



**Connect Your Brand to the \$323 Billion
Financial, Accounting, and Insurance Professional Market**

Call Now (800) 518-0761