

# Broadcast Messages

Life Insurance

## What are Broadcast Messages?

Relate customers repeatedly requested the ability to send texts to unique contact lists. With Broadcast messages, Relate users can now send texts to up to 8 opted-in clients with a single click. **Critically**, all replies to Broadcast Messages will be received in a 1-to-1 manner. Agents can now reach out quickly and efficiently to a select group of clients, and then carry on that conversation in a personal way.

## Broadcast Messages Use Cases

- **External Announcements:** Notify contacts about address, phone number, and office hour changes.
- **Internal Announcements:** Corporate can send materials and information to advisors and agents through text. Lead Agents can send mass messages to members of their office in the same way.
- **Renewal Reminders:** Proactively communicate with clients who are due to renew their services on a particular date.
  - Send updates regularly as renewal dates come up.
  - Continue conversations separately about additional questions about their services and policies.
- **Insurance Seminars:** Send a mass text out to a specific group regarding a series of insurance seminars you're holding related to their interests.
  - Send updates if the seminar has moved to a new address or time.
  - Continue conversations separately answering individual questions about your seminars and services.



## Limitations and Restrictions

Currently, agents can create Broadcast Messages only on the web desktop interface. After creating them, you can then continue using the Broadcast Messages on mobile. You can also reply to individual conversations that are created from the Broadcast Messages on both desktop and mobile.

You can also send a Broadcast Message to a maximum of 8 contacts at a time. Initially we want to ensure Broadcast messaging isn't used to spam customers. In time, we fully expect to increase this limit (with a potential maximum of 25 per FINRA guidance).

To learn more about how to create and use Broadcast Messages, read our article titled [Broadcast Messages](#) on the Help Center.

Have questions? Please contact your Customer Success Manager or [support@hearsaysocial.com](mailto:support@hearsaysocial.com).