FOCUS update
group benefits news
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Advisor edition

SunAdvantage launches microsite to improve online experience for advisors and business owners

The launch of the new SunAdvantage microsite this month is a major achievement, improving the online experience for our clients and advisors with easy and accessible resources and information that's specific to SunAdvantage.

The microsite, sunlife.ca/SunAdvantage, is now the 'go-to' online source for small business owners and small business advisors, and offers the following new features:

Accessible new and repurposed content - The layout makes it easier to find already existing online content, and it also now includes new content like resources for small business owners and prospecting material for advisors.

Easy-to-navigate homepage - The homepage layout makes it easy to navigate links and pages for both audiences. The content has been revised to attract and retain the reader's attention for an improved user experience.

New URL – The new URL (www.sunlife.ca/SunAdvantage) replaces the previous one (www.sunlife.ca/smallbusiness) to make it easier for visitors to find the site. To help with the transition to the new microsite and to avoid any confusion, the old site will direct visitors to the new SunAdvantage microsite. All promotion going forward will use the new URL.

These are the first of many enhancements we have planned for the SunAdvantage microsite in 2017. Stay tuned for the launch of a complimentary SunSolutions microsite - more details will be provided in the first quarter of 2017.

We encourage you to visit the site and share this exciting news with your colleagues and clients today!

Questions?

For more information, please contact your Sun Life Financial group benefits representative.

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