

## New website, YouTube channel for Assupol

Assupol, a financial services provider offering funeral cover, life cover, savings products and retirement annuities, has launched its new website, following its advertising campaign launched in January 2014, featuring musician and brand ambassador Hugh Masekela. The company has also enhanced its online presence with a new YouTube channel.



It is a high-tech responsive site, compatible with today's browsers and mobile devices. It features several new elements, including a quick funeral policy quote, branch locator, a 'call-me-back' service, testimonials and the latest advertising campaigns - all aimed at optimising the client experience.

The website launch comes on the eve of the company's 101-year anniversary on 15 July. For more information, go to [www.assupol.co.za](http://www.assupol.co.za).

For more, visit: <https://www.bizcommunity.com>