



THE BROKERAGE RESOURCE

# FACEBOOK

## AD GUIDE





Step 1

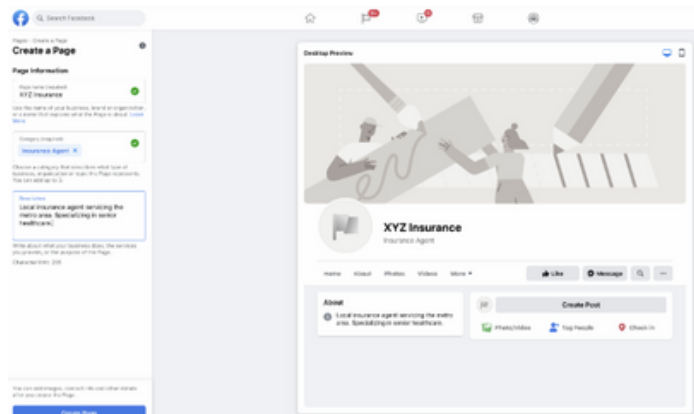
## LET'S GET STARTED

In order to run an ad on Facebook you must have a Facebook Business page, and you can set that up by following the instructions below.

**If you already have a business page, skip to Step 2.**

Begin by logging into your personal Facebook account. Select **'See all'** from the left navigation pane and click on **'Pages'** then select **'Create new Page'**.

Name your page (your business name), select the category 'Insurance Agent' by typing it in the category box and write a short description about your agency and click **'Create Page'**. Upload a cover photo, your logo (or professional head shot) for the profile picture and complete additional information about your agency (contact info, website, hours, etc.). **Remember, you are the administrator of your Facebook Business page.** You can add other admins to the page to share content and manage the page as well.



### Boosting a Post on Facebook

Determine what content you want to promote (an existing post you've shared or request Facebook ad content, if you're a contracted agent with us, or create new content on your own).

#### **Remember, you want your content to appeal to your target audience.**

If you're marketing Medicare services, then your ad needs to appeal to the 65+ demographic. If you're marketing Life insurance services, your ad can target a younger audience.

If you'd like us to create ad content for you, we're happy to!

You want to be sure to let your prospects know how you can assist them with your services, and in turn have them reach out to you.

Keep your words brief and to the point.

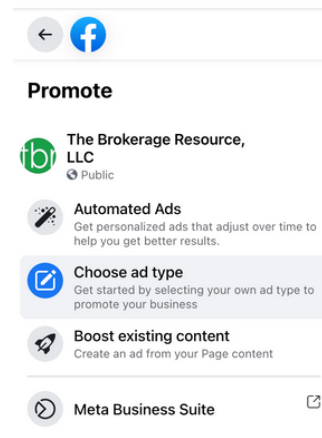
Request Content



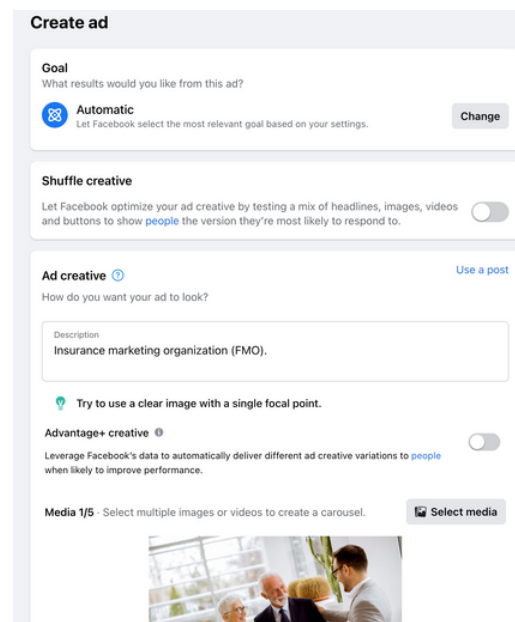
Step 2

# CREATING LEAD GENERATION

Navigate to **Ad Center** in the left column.



Select choose **ad type** and click '**Create Ad**'. Choose your goal or leave it set as Automatic and Facebook will determine your goal based on your answers (recommended).



Step 1

Under **'Ad Creative'** click the grey **Select Media** button and upload the content you're using for your ad or select from content you've already shared.

**Ad creative** Use a post


How do you want your ad to look?

Description  
Insurance marketing organization (FMO).

**Try to use a clear image with a single focal point.**

**Advantage+ creative**  
Leverage Facebook's data to automatically deliver different ad creative variations to **people** when likely to improve performance.

**Media 1/5** · Select multiple images or videos to create a carousel. **Select media**



**Headline**  
The Brokerage Resource, LLC  
27 / 25 characters

**Button label**  
Send message

**Browse media**

**Ad account** Instagram Page Stock images

**Upload** Search images by name

2048 x 1364 2048 x 1365 1200 x 630  
Untitled Untitled DVH\_Broker\_Social\_m...

1200 x 628 2048 x 1365 2048 x 1365  
Untitled Untitled Untitled

1200 x 628 1050 x 446 1 x 1  
Medicare Facebook Ad Untitled Untitled  
1/5 · Select multiple images or videos to create a carousel.

Cancel Select

Under **'Button label'** click the drop down arrow to select what you want the people to do when they see your ad (Learn more, Get quote, Call now, etc.). If you're directing leads to your website be sure to enter your web address in the Website URL box.

**Button label**  
Learn more

**Website URL**  
https://www.tbrins.com/

Step 2

Edit your audience and select '**People you choose through targeting**' and edit the audience details.

**Audience** ⓘ  
Who should see your ad?

**Advantage audience** ⓘ  
This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.

**People you choose through targeting** ⓘ

**Audience details** ⓘ

Location - living in: United States: 1480 Chapel Ridge Rd, Apex (+30 mi) North Carolina  
Age: 18 - 65+  
People who match: Interests: Land lot, Zillow, Renting, Trulia, Patagonia or National park

People who like your Page ⓘ  
People who like your Page and people similar to them ⓘ  
People in your local area ⓘ

**Create new**

**Edit audience** ⓘ

62 ————— 65+

Selecting an audience under 18 will limit your targeting options to location, age, and gender. [Learn more](#)

**Locations** ⓘ

Locations  
Type to add more locations

United States  
**South Carolina + 25 mi** × **North Carolina + 25 mi** ×

Map showing South Carolina and North Carolina with a 'Drop pin' button.

**Audience definition** ⓘ  
Your audience is defined.

Specific ————— Broad

**Estimated audience size: 1.6M - 1.9M** ⓘ

**Cancel** **Save audience**

Define your target audience age (62 - 65+ for Medicare eligibles) and select the geographic area you want to target the ad to. Select your budget and duration.

**Duration** ⓘ

Run this ad continuously ⓘ

Choose when this ad will end ⓘ

Days: 7  
End date: Nov 2, 2022

**Daily budget** ⓘ

Actual amount spend daily may vary.

Estimated 385 - 1.1K people reached per day

**\$ 5.00** ⓘ

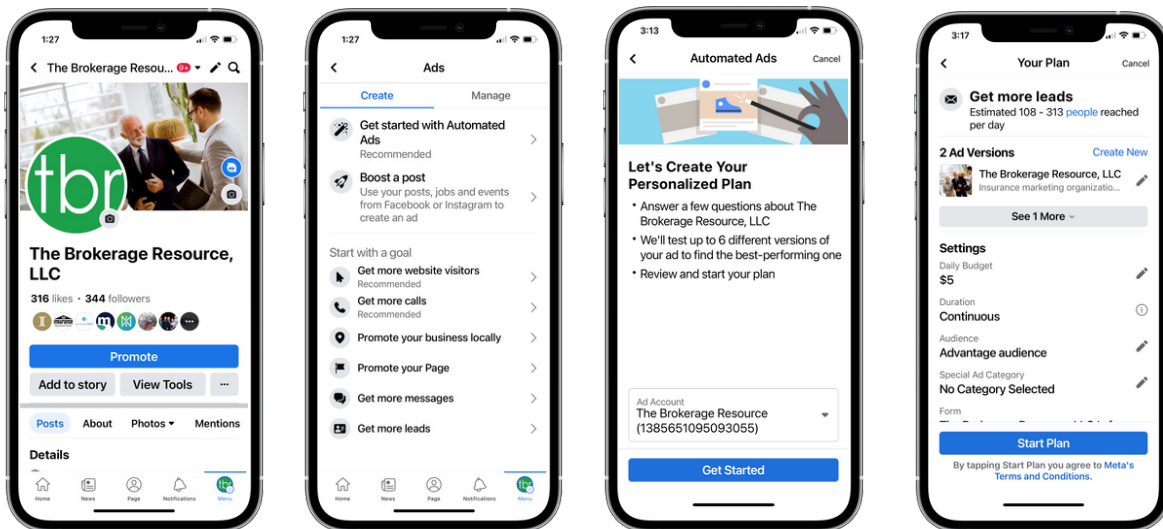
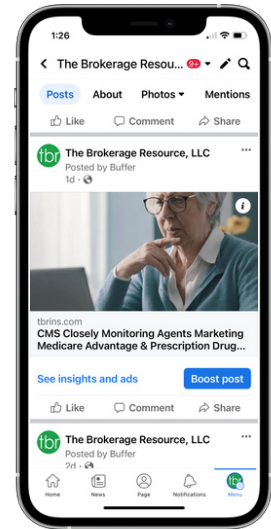
\$1.00 ————— \$500.00

When you've finished adding all your information for the ad, click the blue '**Promote Now**' button.



Boosting a post or running an ad can also be done on your mobile device just as easily. Below are instructions for running an automated ad. Select the post you want to promote and click the blue **Boost post** button. Scroll down the page and select the options you'd like for targeting Facebook and Instagram users, then select your budget. Enter the schedule and duration and click the blue **Boost post now** button.

To run an automated ad, simply click the blue Promote button from your business page. Then select **Get started with Automated ads**. Follow the prompts and answer all the questions as they apply to you. When you get to the end click the **Start Plan** button to activate your ad.



Need help? Reach out to our Director of Marketing for assistance. **800.928.4998 ext. 8**

Mobile Steps