



THE BROKERAGE RESOURCE

# FACEBOOK

## AD GUIDE





Step 1

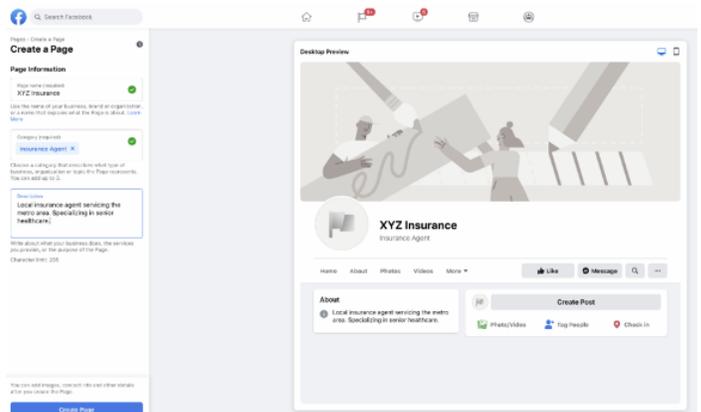
# LET'S GET STARTED

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 the menu button in the upper right corner of your screen and select '**Create 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 boost (an existing post you've shared or request Facebook ad content, if you're a contracted agent with us, or create new content).

**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.

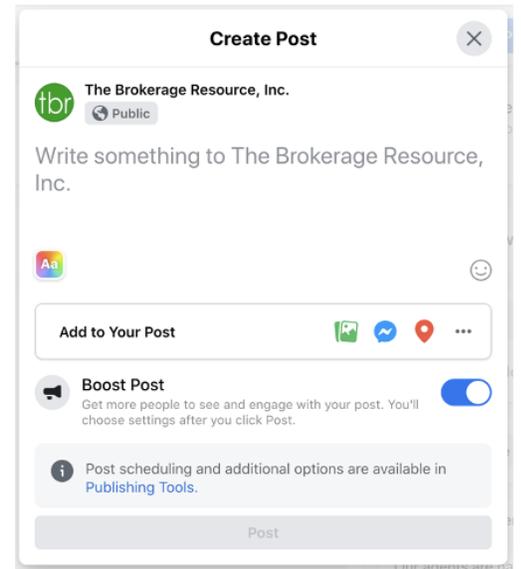
If you'd like us to create ad content for you, we're happy to!

Create a new post (write your content and upload a photo, video or the ad content we provide for you) or select a prior post you want to boost.

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.

Toggle the '**Boost Post**' switch to on.



Request Content

Step 2

Complete the fields on the next screen beginning with the button type you'd like to use ('Send Message', 'Learn More', 'Book Now', etc.).

Select which option you'd like prospects to see when they view your ad. This is how your leads will get a hold of you. If you select 'Learn More' you will need a link (usually your website or a landing page) to enter when prospects click the button on your ad.

Define your audience (people you choose through targeting). This is where you enter the demographics of the people you want to see your ad (geographic area, gender, age range). You can even target people with specific interests by clicking 'Detailed Targeting', if you wish.

**Edit Audience**

Select the location, age, gender and interests of people you want to reach with your ad.

**Gender**

All Men Women

**Age**

63 65+

**Locations**

Locations  
Type to add more locations

United States  
Atlanta + 25 mi

Huntsville Anderson  
Gadsden Athens  
Birmingham Augusta  
Atlanta

Drop Pin

Potential Reach: 330,000 people  
Your audience is defined.

Specific Broad

Cancel Save Audience

**Detailed Targeting**

Detailed Targeting

Demographics Interests Behaviors More Categories

Reach specific audiences by looking at their interests, activities, the Pages they have liked and closely related topics.

Business and industry

Entertainment

Family and relationships

Fitness and wellness

Food and drink

Hobbies and activities

Shopping and fashion

Sports and outdoors

Step 3



Enter the duration of your ad and your budget. Enter your credit card and select '**Boost Post**'.

Facebook must approve your ad and it typically gets approved within a couple hours. Once it's approved your ad will run on Facebook, Facebook Messenger and Instagram (if you have an Instagram Business account set up).

After your ad is running, you can view the details in **Ad Center** in the left navigation pane.

Leads who reach out to you will do so via the button you selected when creating your ad and they will display in **Ad Center**.

If at any time you have questions, reach out to our Director of Marketing for assistance. **800.928.4998 ext. 8**

What results would you like from this ad?

**Automatic**  
Let Facebook select the most relevant goal based on your settings. [Change](#)

**Button**  
Button label:

**Welcome Message**  
Set up the welcome experience people see in Messenger after they click on your ad. [Learn More](#)  
[Edit Welcome Message](#)

**Special Ad Category** [Learn More](#)  
Ads about credit, employment, housing, or social issues, elections or politics.

**Audience**  
Who should see your ad?  
People you choose through targeting

**Audience Details**  
Location: Living in United States: Apex North Carolina  
Age: 18 - 65+

People who like your Page   
People who like your Page and their friends   
People in your local area   
Your Custom Audiences

**Estimated Daily Results**  
People Reached: 60 - 173  
**Payment Summary**  
Your ad will run for 5 days.  
Total budget: \$10.00 USD

[See All Previews](#)

By clicking Boost Post Now, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#) [Boost Post Now](#)

People who like your Page and their friends   
People in your local area   
Your Custom Audiences

[See All](#) [Create New](#)

**Duration**  
Days: 5  End date: Nov 9, 2020

**Total Budget**  
Estimated 60 - 173 people reached per day  
**\$ 10.00**

**Placements**  
Facebook, Messenger, Instagram

Facebook Pixel  
1385651095003055's Pixel (ID: 2099324443661848)   
Active

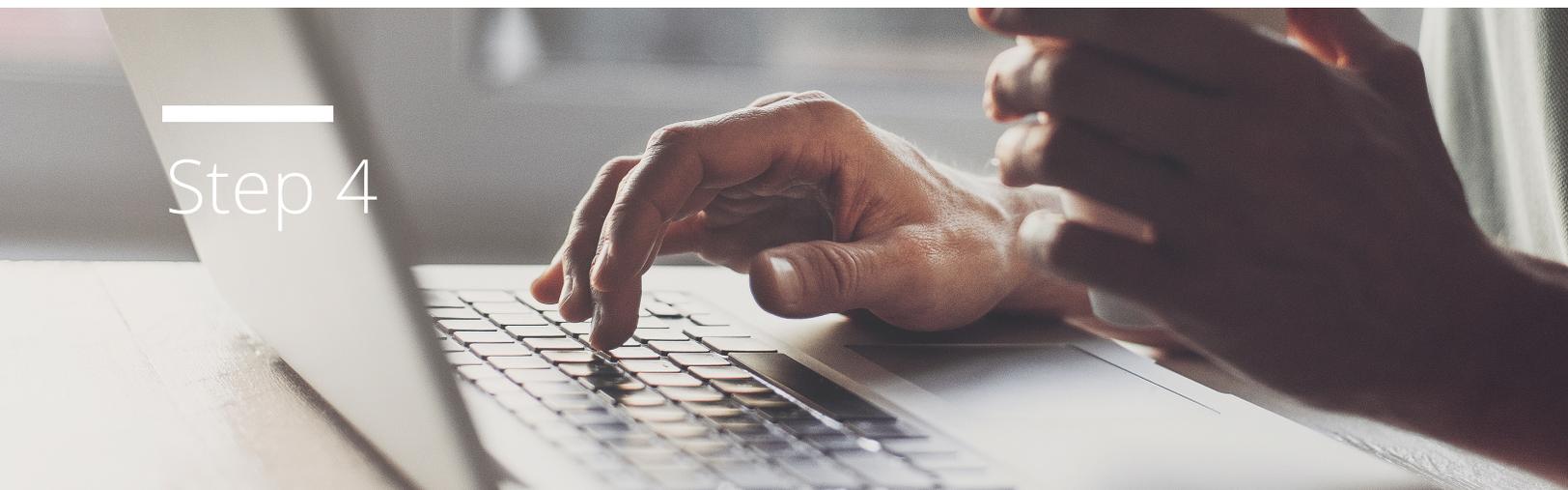
Better understand how your ad performs. [Learn More](#)

**Payment Method**  
American Express\*1005

**Estimated Daily Results**  
People Reached: 60 - 173  
**Payment Summary**  
Your ad will run for 5 days.  
Total budget: \$10.00 USD

By clicking Boost Post Now, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#) [Boost Post Now](#)

Step 4





Step 1

# CREATING LEAD GENERATION

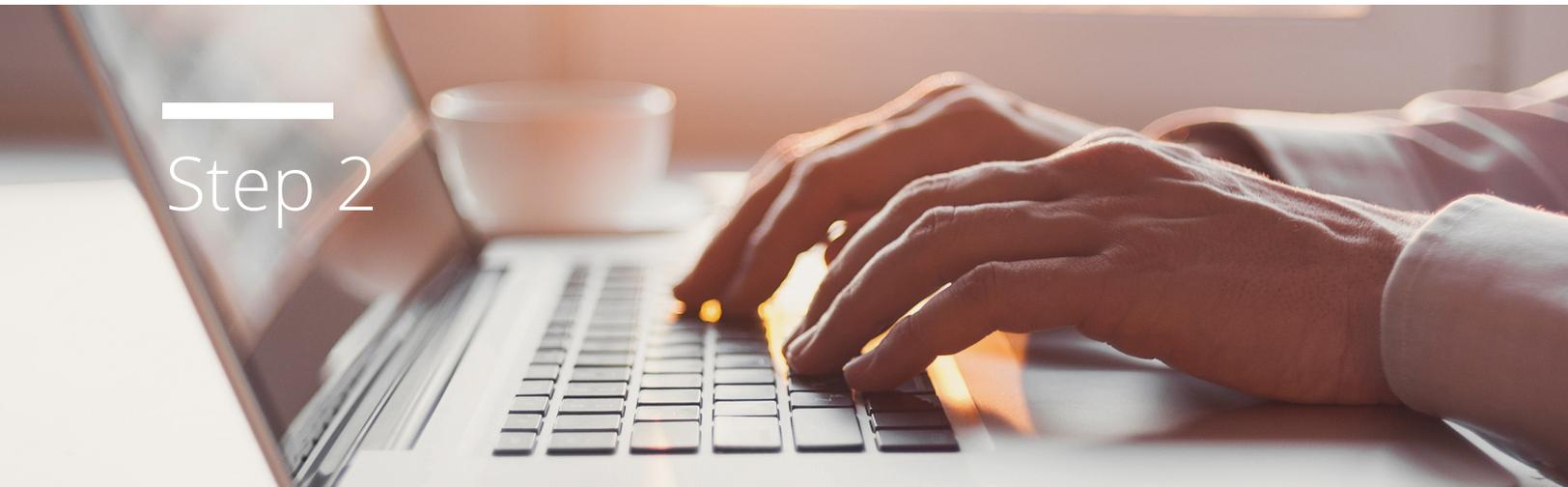
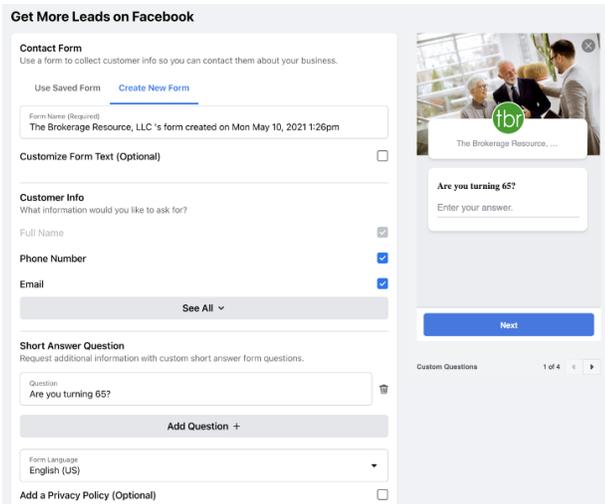
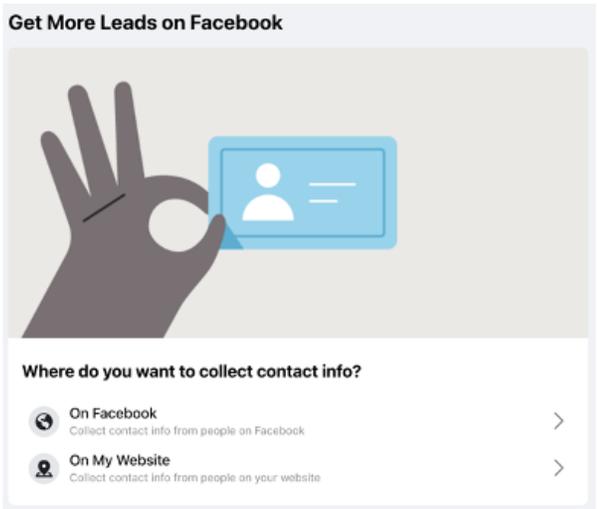
Login to your business page and navigate to Ad Center in the left column. Click **'Create Ad'** and choose your goal.

Select **'On Facebook'**, then **'Create New Form'**.

Name your Leads form, select the customer information you want to collect (phone number, email, etc.) and add a question if you'd like.

**An example of a Medicare lead question would be "Are you turning 65?"**

Click **'Next'**.



Step 2

Write the description for your ad, upload your ad content, select your button label.

27 / 25 Characters

Button label  
Sign Up

- Apply Now
- Learn More
- Get Quote
- Sign Up ✓
- Subscribe

Learn More

issues, elections or politics

Define your target audience and budget as we reviewed above.

If you're targeting turning 65 clients for Medicare products, the **'Upcoming birthday'** trigger should be selected. It's found under **'Demographics'** > **'Life Events'**.

**Detailed Targeting**

Detailed Targeting  
Add people who match at least one of the following

Interests

- Medicare (United States) x
- Health insurance coverage in the United States x

Demographics

- Upcoming birthday x

Demographics | Interests | Behaviors | More Categories

Reach people based on education, employment, household and lifestyle details. Some data is available for the US only.

Education

Financial

Life Events

Anniversary

**Detailed Targeting**

Financial

Life Events

- Anniversary
- Away from family
- Away from hometown
- Birthday
- Birthday Month
- Upcoming birthday
- Friends of
- Long-distance relationship
- New job

When you've finished adding all your information for the ad, click **'Promote Now.'** Need help? Reach out to our Director of Marketing for assistance. **800.928.4998 ext. 8**

Step 3

