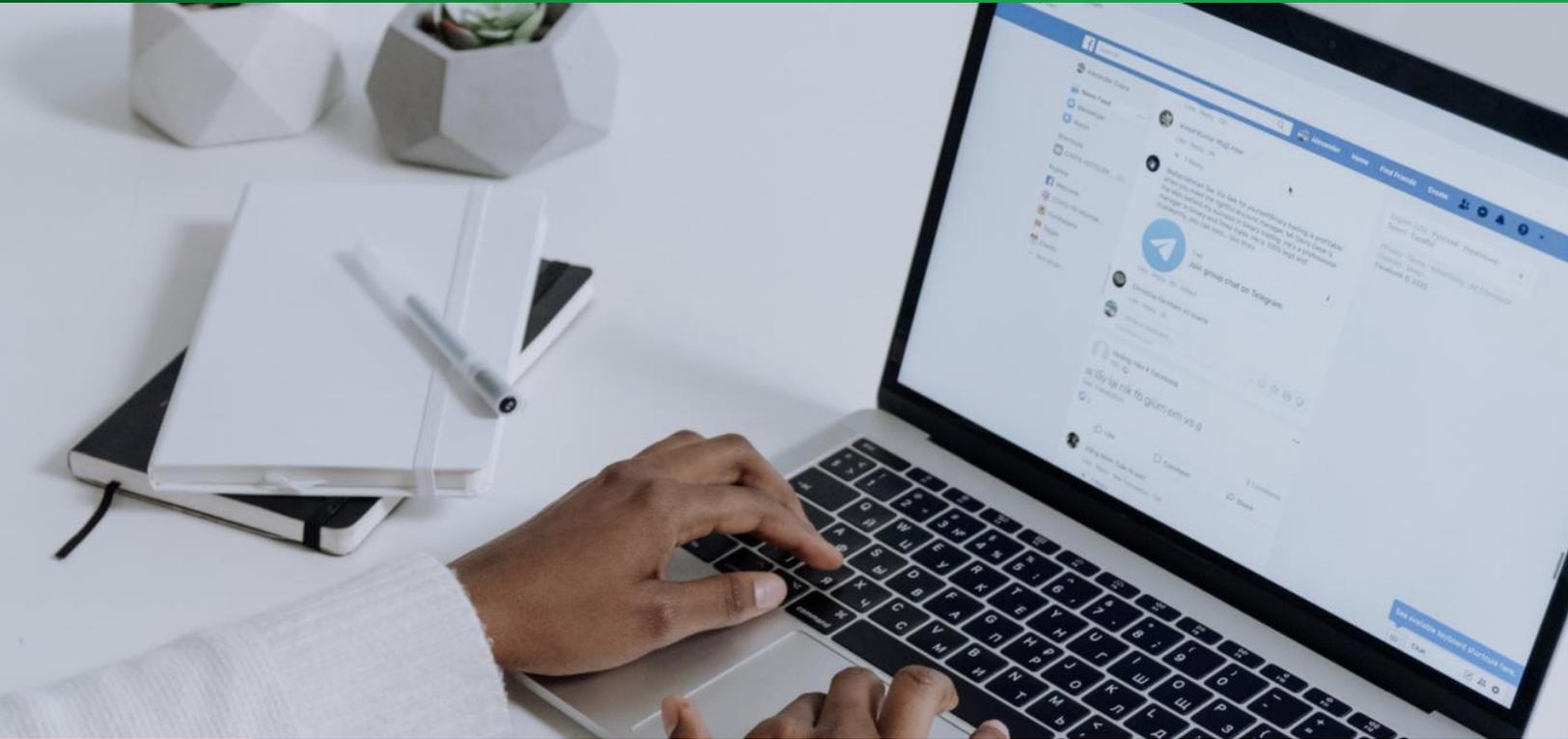




Facebook Ad Quick Start Guide

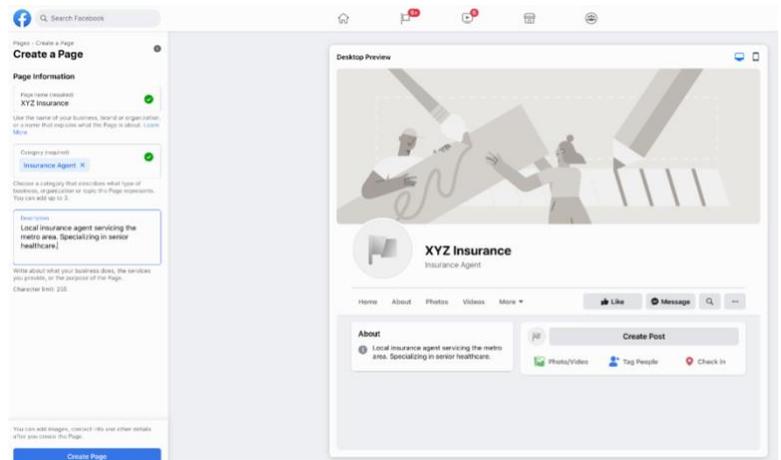


Step 1

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 + sign in the upper right corner of your screen and select '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.**



Step 2

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.

[Request Ad Content](#)





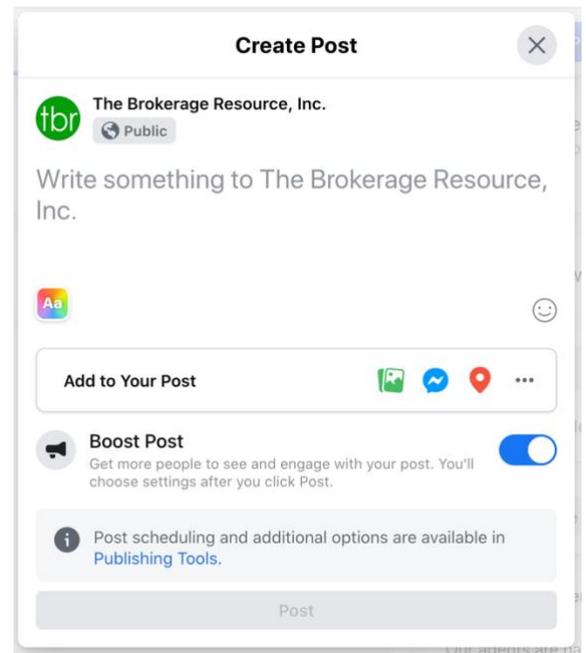
Step 3

Create a new post (write your content and upload a photo, video or 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.





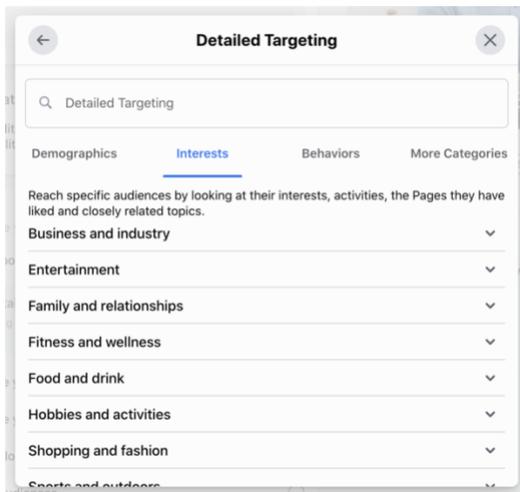
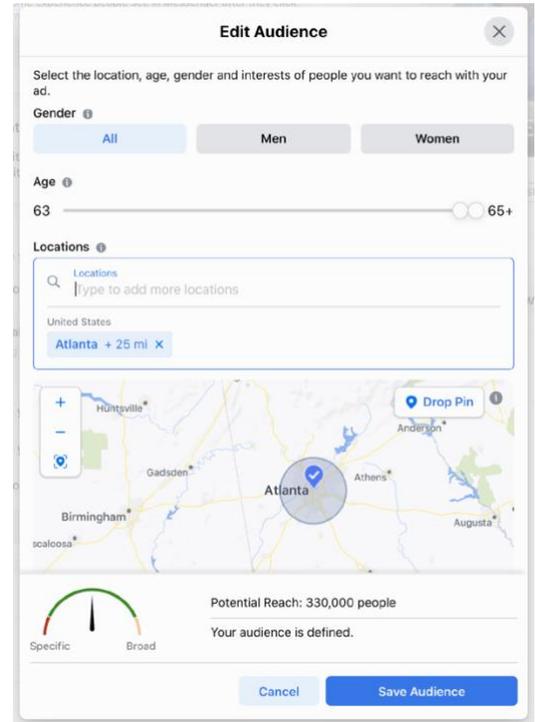
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Step 4

Complete the fields on the next screen beginning with the button type ('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.



Step 5

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).

The screenshot shows the 'Boost Post' configuration screen. On the left, there are three radio button options for targeting: 'People who like your Page and their friends', 'People in your local area', and 'Your Custom Audiences'. Below these are 'See All' and 'Create New' buttons. The 'Duration' section shows 'Days 5' and 'End date Nov 9, 2020'. The 'Total Budget' section shows 'Estimated 60 - 173 people reached per day' and '\$ 10.00' with a slider. The 'Placements' section is set to 'Facebook, Messenger, Instagram'. The 'Facebook Pixel' section shows '1385651095093055's Pixel (ID: 2099324443681848)' is active. The 'Payment Method' is 'American Express*1005'. On the right, the 'Estimated Daily Results' section shows 'People Reached 60 - 173' and 'Payment Summary' with 'Total budget \$10.00 USD'. A 'Boost Post Now' button is at the bottom right.

The screenshot shows the 'Boost Post' preview screen. At the top, it asks 'What results would you like from this ad?' with an 'Automatic' option selected. Below this is the 'Button' section with 'Send Message' selected. The 'Welcome Message' section is empty. The 'Special Ad Category' is 'Medicare CENTER'. The 'Audience' section shows 'Who should see your ad?' with 'People you choose through targeting' selected. The 'Audience Details' section shows 'Location - Living in United States: Apex North Carolina' and 'Age 18 - 65+'. On the right, there is a preview of the ad content for 'The Brokerage Resource, Inc.' featuring a photo of a man and the text 'Our agents are having their best AEP with our new quoting and enrollment tool...'. Below the preview are 'Like', 'Comment', and 'Share' buttons. At the bottom right, there is a 'Boost Post Now' button.

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 also display in **Ad Center**.

Need Help? Email Us!