



SMA Facebook Marketing Guide:

A Guide to Plan Your
Facebook Marketing




All businesses have had to make adjustments in the growth of social media and what it can do for a growing business.

As social media continues to grow, Facebook continues to be the top platform for people 65 and older to use.

The 65+ community is growing in record numbers online, as technology advances with email, social media platforms, shopping, research and so much more.

Based on research from the Pew Research, Facebook use is relatively common across a range of age groups, with 68% of those ages 50 to 64 and nearly half of those 65 and older saying they use the site.

In this white paper, we will breakdown the best practices of how to use Facebook to your advantage, to strategically plan your posts, reach your target audience and grow your Facebook presence.



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1. Online Presence

Building your online presence is essential to your business growing. Creating a website helps your customers find you. Your customers are online and if you're not on there, they will find another business that is.

Many common questions arise when the need for a digital presence has grown within the senior market. People within the senior market have become more comfortable with technology and the power it has to communicate with others. To stay ahead of the growing market and your competitors, you will need to change with the times.

Do you need a website? Simply put, yes. Your website will compliment your Facebook page nicely. Your website also provides credibility among the growing market. If you

are without a website, it won't hurt you, but it should be at the top of your to-do list.

Do I brand my business? Yes.

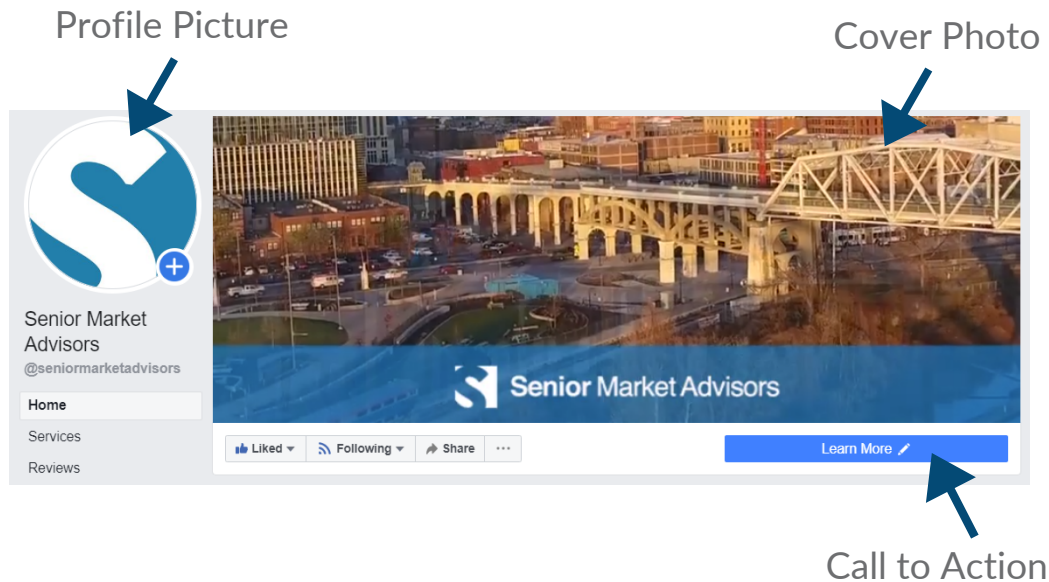
How you brand your business will differentiate you from your competitors. Customers are drawn to companies because of how they present themselves, the language they use, and the principles you believe in.

Creating a strong brand is a major key part of marketing you and your business to stand apart from the rest.

Social media, and especially Facebook, allows you to show some personality, posting original content and blogs let's you talk about what's important to you and your business.

2. Facebook Basics

“Your Facebook page has some basic elements. **A profile picture, a cover photo, and a call to action.**”



Profile Picture:

We used our logo since it is for an organization and not just one person. I would suggest a professional headshot if you are promoting yourself. Don't have a nice headshot? Use your smartphone. Most smartphones made the past few years have decent enough cameras to take a simple headshot picture.

Cover Photo:

You want to make it clear what you do. Some people use local landmarks or images of their demographic (like seniors). I would suggest putting your contact info on there as well. Don't know how? Use Canva, Pixabay.com, or Adobe to find an image and then add text with your contact information.

Call to Action:

This is how people will get a hold of you. There are numerous options. I would suggest having people send you an email. This can be used across any platform (most people don't make phone calls from their computer) some may not want to message you, but most everyone understands email.

3. Facebook Menu Bars

Insights:

Gives you analytical data on your page, such as page views, page likes, reach, etc.

Settings:

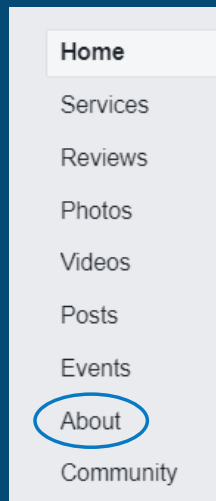
Facebook sets your page with some defaults, such as anyone can publish to your page, filters and etc.

Top Menu Bar



Left Menu Bar:

You can use the left side menu on your home page to navigate Facebook. It shows the information most relevant to you, in addition to your Profile, News Feed and Messenger.



About:

This is where you can add some personal information such as contact info, business type, your story (keep it brief), your website, and other information. We suggest editing most of the information in here.

4. Facebook Help Center

Facebook wants you to use Facebook Help Center as much as possible and for that reason they have a lot of resources and tutorials built in.

On the top menu bar, click **Help** and choose visit the Help Center. There are videos, tips, and more!

5. Content

From local business to national brands, you can find about anything on online. Most have a large image or background, a few bits of text, and possibly a call to action. This could be a number to call or an idea, like some "Click Here to Download!"

Creating your own content or sharing other content cant help build your brand and bring personality to your platforms.

Here's what you'll need to start publishing, managing and monetizing on Facebook.

- **Content and media that meets all platforms policies and standards.**
- **Publishers partner with Facebook to create experiences that connect with Facebook platforms in many different ways.**

Images capture attention far greater (some studies say 60,000x's more effective) than words alone. Your images should be high quality and the text in your posts should be quick to read.

You cannot just grab images off the internet. Some are protected by copyright laws or are owned by digital image companies.

People like to know who they are doing business with. Posting original content can help build your relationships with clients as they get to know you better.

Make each post count! Posting too often can cause a decline in page visitors and likes. Posting not often enough can also have the same effect.

Tips & Tricks for royalty free images!

- Canva.com
- Pixabay.com
- Pexels.com
- Adobe Stock
- Hubspot.com
- Giphy.com
- Flickr.com
- Box.com

6. Content to Post

This is one of the biggest questions we get “what am I going to post?” Luckily, we do most of the work for you with **SMA's Select Sales Group**.

This is a closed Facebook group (for SMA contracted agents) where we post content for you to use on your Facebook page. From sales tips, health awareness month information, and other topics with the Medicare eligible demographic in mind.

Not a member? [CLICK HERE](#) and request to join!

Some sample posts:

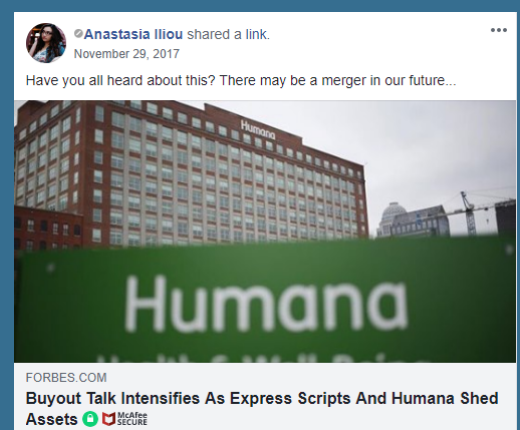
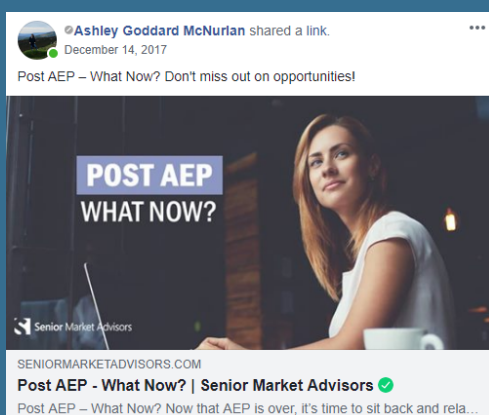
Original Content

There are various safe topics to stick to when it comes to posting on your pages.

- **News Alerts** – Bring light to important topics in Medicare news.
- **Helpful Tips** – Share helpful tips to share knowledge.
- **Podcasts or Books** – Heard something great? Let's hear it!
- **Local Events** – Share community or Medicare events.
- **Weather** – We are all exposed to it.
- **Clean Humor** – People love to laugh!

The Post Test:

Ask yourself: “Will or could anyone find this offensive or unpleasant?” If the answer is yes, don't post it.





POSTING

Facebook is all about the feed. The newsfeed is where your posts that show up on other people's Facebook.

Here are some things to keep in mind:

Everyone is fighting for attention.

Facebook is designed to engage others. People see posts from friends and family sharing pictures and random daily activities, news sources getting them to read their stories, stores selling them random items you did a Google search for, and insurance agents saying "remember me!" or "pick me!"

It's almost as bad as a 7th grade dance where all the boys are on one side and girls on the other. Standing out can be a challenge.

Every post is like a business card.

When you pass out a business card, you may not expect a call. You may never get a call, but you pass them out anyway because you never know when that person will have a need for your service.

The same is true with posting on Facebook. Many people may not need your service right now, but the more you post, the easier it will be to find you.

7. Posting from an article

Read a great news story or blog post that you want to share to your page? Most articles and posts have social share buttons to make this easy for you!

Look for the social media buttons on the article. Most have them, but some may not. If there are no social share options, then we recommend not sharing the story as there may be copyright or other sharing issues.

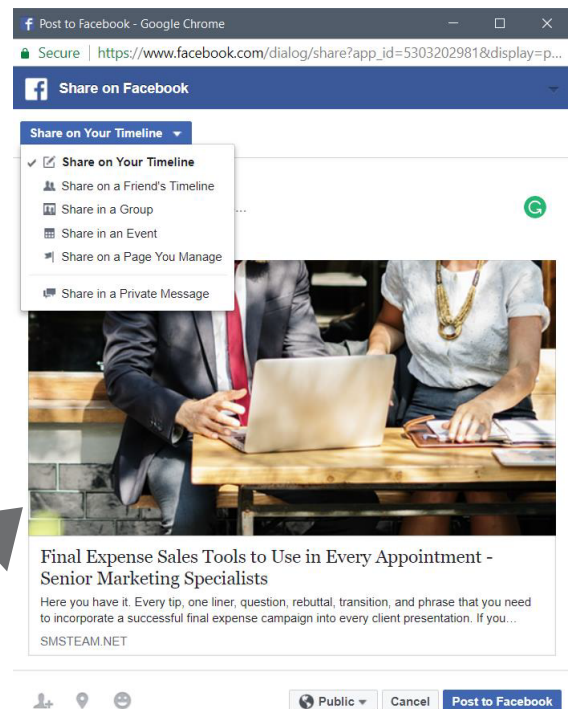


How to share it:

- Click the Facebook icon in the article - a new window will appear (like the image to the right).
- Choose your page from the drop down (circled in the example to the right).
- Facebook will automatically pull the main image from the article.
- Post it!

Automatically pulls the image.

Since the article is giving you permission to share the article, there are no copyright issues!



Click **post** and your are done!

8. How Often Should I Post?

2-5 Times Per Week

That sounds like a lot! However, most of the heavy lifting is already done for you.

SMA Select Sales Group puts out 3+ posts per week.

Most stories and blog posts have social media share buttons where you can share a story in less than a minute.

You can even schedule out your posts for future release. That way you can have a week or two all lined up in one sitting. Need help with this? Call us at **(844) 452-5020**.

Facebook is Very Transparent.

Your Facebook post are time and date stamped. Anyone can see how active you are in Facebook.

If you are not posting consistently, this can be a reflection to some how active you are in the field and as an agent.

At a minimum, you should post to your Facebook Pages 3 times per week. When your audience is online will determine when you should post. Be sure to check your Facebook Insights.

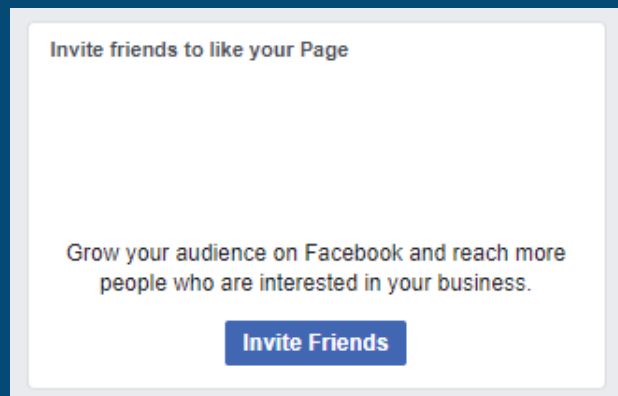
Plus, you are trying to stay on people's main feed. The more they see your name and information, the more familiar they are going to be with you.

9. Generating Likes

People have to Like or Follow your page to see your content.

You can send requests to your friends and family to like your page. There is a box on the right side of your page only you can see that says '**Invite Friends**' to like your page.

Click it and send out invites. While these may not be direct clients, they may want to help you spread the word and support you!



Ask clients to like your page by reminding them in your newsletters, email signature, at appointments, etc. It is going to take time to build an audience, so be patient.

The more active you are with great content, the more likely people will want to like your page.

10. Facebook Advertising

Facebook Ads

Facebook ads are where you pay to have your message broadcasted to the audience you choose. There are a lot of advanced targeting tools and parameters in the Facebook Ad builder. Facebook covers a lot of this on their Facebook Business pages check them out [here](#).

Boosted Posts

Boosted posts are ads you create from posts on your Facebook Page. Boosting a post may help you get more people to react, share and comment on it. You may also reach new people who are likely interested in your Page or business, but don't currently follow you.

For example, Jacob's Cafe posts about its roasted coffee menu with a slideshow of all the coffee options. Boosting the post can help jacob's Cafe reach new people who may like it, share it with friends or comment on their favorite.

Tips & Tricks for Success!

Be Consistent

The more you post, the more you will be found and the more Search Engine Optimization (SEO) you will generate. However, too much posting can get annoying to some, so 2-5 times per week works.

“Like” Your Carriers

You represent them, so like their pages. See what kind of content they are posting. You can even share their content to your page (just choose the share option on the bottom of the post).

Have Fun!

The more enjoyable something is, the more likely you will do it. Enjoy the process and have fun with Facebook!

Video is King

Facebook loves videos. If you come across a video that is relevant to your business, post it (with permission of course).

YouTube has social media button shares, including Facebook, if the person or organization has allowed the video to be shared. Simply click the Share button and choose Facebook.

You can even make your own videos or go Facebook live! More about Facebook Live [here](#).

Same rules apply for regular posts; make sure it will not polarize or offend your clients.

Create/Update Your Page

Make sure your cover photo describes what you do or go for a local landmark. Don't forget you can change this out from time to time.

Commit

Post 2-5 times per week.

Original Content

Post some original content with relevant images.

SOURCES

1. Pew Research Center, *Share of U.S. adults using social media, including Facebook, is mostly unchanged since 2018*
2. Facebook, *Beginner's Guide*
3. AARP, *Older Adults' Use of Facebook Continues to Grow*
4. Wordstream, *10 Tips for Creating Content on Facebook That Gets the Thumbs Up*

Looking to partner with **SENIOR MARKET** **ADVISORS?**

Call us today at **1-844-452-5020**
or visit www.seniormarketadvisors.com

Our team can give you all the details you
need and get you started **selling with SMA!**

Already part of the SMA Family?

You have access to a **TON** of awesome
training opportunities! Contact your
account manager to find out more!