

## 50 Ways to Market on Facebook: On a Budget

Marketing doesn't have to be expensive. In fact, most social media marketing strategies require very little expense deductions from your budget.



### 1. Use Canva to create a new cover photo

No need to hire a professional designer to create an eye-catching cover photo. There are many great free tools offering templates specifically for Facebook and other social media images. Canva helps you get the exact dimensions and ensure your cover photo will leave a lasting impression.

### 2. Import your email list into your Facebook followers

You can upload your email address into Facebook contacts and ask your clients to 'Like' your Facebook page!

### 3. Ask questions - Boost your engagement!

Keeping your customers active on your Facebook page is a great way to market. Facebook now shows the actions of users on a marquee. By keeping your customers liking and commenting on your page, you are allowing yourself to become visual to your customer's connections.

### 4. Get Insights from Facebook

One of the many resources Facebook provides are visual insights on your posts. This is a free tool that allows you to review what posts, topics or information is getting the most engagement from your customers. It's a great way to gear your communications in a direction that resonates with your customers.

### 5. Post image quotes

Today's society loves memes! Creating images with inspirational quotes, funny quotes, or motivational quotes are a huge success. They are often times shared by thousands. You can use many free tools online to generate your very own images quotes.

### 6. Use content

Content is key to any successful marketing. If you are looking to post about current events, the insurance industry or other topics, you can use many free content hosting websites such as Feedly to get ideas or even articles to help with your content posting efforts.



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### 7. Offer exclusive deals or promotions

This is a great way to create an offer/promotion! Facebook even gives you the option to announce the post as a promotion for free. You can select the beginning and end date/time.

### 8. Post linked updates

Posting links to your website or blog is a great dual-marketing tool. It increases traffic on your website too!

### 9. Integrate your website with Facebook

WordPress gives you an unlimited amount free plugins to include integrations on your website. Take advantage of these free plugins and create an integration with your Facebook page.

### 10. Share client testimonial videos

You don't have to hire a camera crew! Use your cell phone and record a happy client saying just why they love the service you provide.

### 11. Post an insurance joke

It's great to provide a lot of serious information but sometimes we all need a good laugh. There are several websites online that provide good-hearted insurance humor.

### 12. Post about severe weather alerts

Keeping yourself relevant and active is important. Provide severe weather alerts and updates, by doing this the analytics of Facebook will automatically recognize you are posting similar topics as the local news and weather stations. Sometimes when posting relevant content, Facebook does the work for you!

### 13. Local community event announcements

Posting about local community events increases your chances of getting more likes and shared posts.

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### 14. Link Facebook to your LinkedIn

It's important for all of your social media, blogs and websites to be linked together. The integration process is simple and easy: copy your Facebook URL and add it into your LinkedIn profile!

### 15. Caption contests

One of the most engaging post types is "caption contests". Find pictures of animals, individuals, families—whatever and ask your audience to create a caption. The funniest or best caption gets a prize!

### 16. Congratulate High School Athletes

Staying involved in your community is necessary. Remember to all recognize excellence and congratulations your local high school athletes is one way to do that. Be sure to tag their parents and the school!

### 17. Use the Likealyzer

Likealyzer is another free tool used for Facebook marketing. Run a report and audit your Facebook! Likealyzer gives you feedback on engagements, likes and expands on the Facebook Insights.

### 18. Share news about local businesses

Sharing news about local businesses is another way to create more shares, likes and relevancy with your customers. When a business finds out that you are sharing their posts they are more likely to send you a referral, renewal or share on their page!

### 19. Use Facebook in the referral process

Facebook is a fantastic way to refer your business. Ask your customers to like your page and share it. It brings brand awareness and helps with getting noticed by your customers connections.

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### 20. Share Insurance commercials

More and more insurance carriers are creating funny commercials. Who can forget the commercial with the couple and the Dirty Dancing moment? Or the commercial with Dr. McDreamy from Grey's Anatomy? Sharing these commercials are not only fun but they are subconsciously building awareness on products you offer.

### 21. Share infographics

Infographics are a simple way of sharing information. The days of long informative pamphlets are over; providing an image with information is a great content marketing piece. There are many free infographic builders online to help with creating one relevant to your topic and customers.

### 22. Movie quote contests

Post a quote from a movie and ask your customers to post the name of the movie. Give the first one to answer correctly a small prize or gift.

### 23. Set up a "James Bond" account

Every good business invests in market research. Setting up a "James Bond" account is a free way to review what your competition is doing.

### 24. Add your profile to your email signature

Always be sure to add your Facebook Profile URL to your email signature.

### 25. Provide education on insurance

Although we are fluent in insurance terminology, many of your customers probably aren't. It's a great way to help educate your clients by posting an "insurance term of the day." This is just one way to post education on your Facebook.

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### 26. Explain insurance laws

Sometimes the laws regarding insurance are elaborate and complex. For example, the Affordable Care Act. Your customers don't have time to read thousands of pages. Help them understand by posting key points: how it works, how it affects your clients, what it means, etc.

### 27. Ring Your Phone Contest

Make a post telling your audience, "The first person to call this number gets \_\_\_\_\_." It's a fun contest to get customers to call in and gives you an opportunity to speak with them about other topics.

### 28. Give health tips

The healthy movement is here. We are all looking for ways to stay healthy. Posting tips about diet and exercise are great ways to become noticed. Many customers will even share helpful tips for their health conscious friends.

### 29. Include your contact information in you cover photo

Your cover photo is the first thing anyone sees when coming to your Facebook page. Be sure you have your telephone number and email address on your cover photo.

### 30. Comment on news, local business and community event posts

By commenting on news, local business and community event posts, you are becoming visual and active in the Facebook community. When you are on other sites, people have more of an opportunity to "stumble" on your page.

### 31. Use more pictures

People don't have a lot of time to read long narratives these days. Try using pictures to get your point across.

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### 32. Welcome new customers publicly (with their permission)

Ask your new customers if you can take a picture with them and post it on your Facebook page, also tagging them. It's a great way to get yourself out to their networks.

### 33. Guess how much he/she saved contest

A great way to promote a product is showcasing how your customers have saved with a certain product.

### 34. "Like" other business pages

By liking other business pages, you are becoming visible to a network of prospects you may not have been visible to before. It's a great tool for branding and more individuals have an opportunity to see you and click on your page.

### 35. Post Q&A Content

Q&A is another great tool for educating your clients or giving them opportunities to participate. It helps to increase engagement.

### 36. Announce New Products

Instead of only calling individuals about new products, advertise (by posting) about a new product. List all of the benefits and who the ideal customer might be. Remember to post your contact information.

### 37. Share local event pictures

Sharing pictures from local events helps create your brand and shows that you are involved in the community. Being involved in community events is one of the most well-known marketing strategies in the insurance industry.

### 38. Share "On this Day" news

This is a fun way to increase engagement. Share funny "On this Day" news or pictures. There are multiple free websites that can help provide the information needed to help with these kind of posts.

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### 39. Add your Facebook page to your business card

When you order your next batch of business cards be sure to include your Facebook URL or username. Sometimes prospects won't call you but chances are; they will visit your Facebook page.

### 40. Ask for customer reviews

Ask your customers for review on your Facebook page. Give them a call to ask, it helps create an opportunity for you to have a conversation about renewals and new products after the fact.

### 41. Have a "Number of Likes" Milestone Contest

A popular contest that many businesses have is a "number of likes" milestone. When a certain number of likes have been reached, businesses will host an event, send out a giveaway, or some other promotion.

### 42. Have an Agency Dog Day

A fun way to get customers into your business is to host an agency dog day. Invite customers with dogs to show up and get their picture taken. Post your picture of the customers and their dogs, be sure to tag them!

### 43. Invite all of your friends & family to 'Like' your page

Believe it or not, having your friends and family 'Like' your page helps build a positive reputation of your page. It also helps build your audience with their connections.

### 44. Be committed & consistent

Posting once a week or once a month will not bring leads. It's recommending you post multiple times a day, everyday to help build your audience, relevancy and engagement. You must be committed to this marketing strategy in order to be effective.

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### 45. Stay personable; not salesy

One thing more than anything else that will drive your audience away is to be too salesy. Stay fun, active and personable. Avoid too many promotional posts.

### 46. Recognize a Follower of the Week

Choose one of your Facebook followers and recognize them. Send a message or give them a call to let them know they are being recognized. This gives you another opportunity to have a conversation about products, opportunities or scheduling an appointment.

### 47. When customers interact with you, interact back!

Answer questions on comments or request customers to call for a more in-depth conversation regarding the topic. Prompt answers provide customer satisfaction and show users that you are engaged and responsive.

### 48. Create a Customer Poll

Create a customer poll to get people involved in your page. Be sure to ask your customers to share this poll on their page.

### 49. Create a Facebook Group

Create a group on Facebook that focuses on something relevant to your business. For example, "Healthy Living with (Your Name)." Use this group to post information about weight loss, exercise and tips. Post registration information about local 5ks, charity walks, fitness classes, etc. It's a great way to get involved with businesses and stay relevant with your customers. Invite all of your followers and ask them to invite their friends.

### 50. Remember Compliance

The most important piece of marketing on social media is compliance. Facebook has their own set of rules for marketing as do carriers and CMS. Non-compliant marketing on Facebook could cost you. It's important to review the rules and regulations specified.

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