



Thought Leadership in Action for Life Insurance

Advertising Your Life Insurance Business on Facebook and Instagram



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Facebook and Instagram are the two most popular social media platforms right now, with 72% of all Americans interacting online with either one or both.¹

You likely know by now that social media is not just about documenting your children, pets, or what you ate for dinner. Social media has quickly become an important outreach tool for businesses looking to connect with their customers. Life insurance agencies are no exception.

It can feel overwhelming to begin a social media campaign from scratch. That's why a cheat sheet could really help you out. Keep reading to learn the tricks that professional marketers use to launch strategic outreach plans that are effective and affordable.

Make Your Message Fit the Platform

People expect different experiences from Facebook and Instagram, so you'll want to provide appropriate content. For your Instagram audience, you may want to find colorful, interesting, and high-definition photos with hashtag-friendly captions. Visual content also works on Facebook, but so does long-form content. You might post links to blogs, embedded videos, or post photos. Try different post formats to see what your audience engages with most. Remember to check your firm's compliance guidelines before posting or advertising on social media.

Know Your Audience

The more you know your target audience, the easier it can be to reach them through your social marketing strategy. Facebook Ads Manager is a powerful backend tool that allows you to narrow down the demographics of people who view your ad. This lets you get in front of only the people you want, making the pay-per-click return on investment (ROI) a worthwhile investment. Think beyond gender and geography; consider your ideal customer's hobbies, lifestyle, and most importantly—pain points.

Please check your company's guidelines before publishing content on a social media platform or tool.

¹ Source: "Social Media Fact Sheet." Pew Research Center. April 7, 2021.

<https://www.pewresearch.org/internet/fact-sheet/social-media/>

“Continue to focus your messaging with a variety of ads aimed at your target audience and be patient. Brand loyalty takes time to cultivate.”

Make Your Content Engaging

What are those pain points? Think about ways you can solve or minimize them and offer content to meet those needs in an engaging way. No one wants to engage with boring filler.

Try to remember the three E's of content marketing.² Whatever you post needs to be **entertaining**, **emotional**, and/or **educational**. If you provide engaging content, you can start to see an organic increase in follows, shares, and sales.

Make It Irresistible

While it's important to vary your content format, it's equally important to include a call to action. This lets your audience know what you want them to do next.

Perhaps, offer a free item if they sign up for your newsletter; provide a discount that will only last for a few days; offer rewards to users who refer friends to your product or service. Get creative!

Budget Appropriately

Sometimes, you may get a lot of traction from organic messaging. That means whatever you post could be shared among the people who already follow and support your business. Many times, however, you may need to pay to promote your posts. Don't let that stop you.

Consider committing a small amount to post promotion. When certain posts perform better than others, put more money toward those.

Track Measurable Objectives

What is your campaign objective? Do you want to sign up new clients? Get people to visit your website? Or do you simply want to gain brand awareness? Make sure that your campaign's goals match your messaging and your offers.

Consider incentives that motivate people to interact with your agency. Set goals that can be tracked through Facebook's robust analytical business backend. If you're not seeing the results you want, you'll be able to react quickly and adjust your message.

² Source: Dan Servantes. "Three E's of Content Marketing." Medium.com. September 6, 2018. <https://medium.com/ghstrategic/three-es-of-content-marketing-b77cb7d14937>

Retarget and Retarget Again

The Rule of 7 tells us that it takes the average person at least seven exposures to a brand to become a customer.³ Put simply, getting new customers takes time!

Continue to focus your messaging with a variety of ads aimed at your target audience and be patient. Brand loyalty takes time to cultivate.

Keep Your Marketing Plan Dynamic

Planning is at the heart of all successful social media outreach initiatives. Before launching your first ad, sit down and plan out your next quarter of social marketing. Remember to set aside enough time to post.



Schedule Your Social Media Posts

If you want to free up some time, you can schedule your posts in advance with free software like HootSuite or Loomly. Regular posting can take more time than you might think, but these best practices can help you achieve a successful Facebook and Instagram marketing campaign.

For more social media resources to help you expand your reach, visit <https://cloud.email.pacificlife.com/social-media-tools>.

³ Source: Kathi Kruse. "Rule of 7: How Social Media Crushes Old School Marketing." September 29, 2021. <https://www.krusecontrolinc.com/rule-of-7-how-social-media-crushes-old-school-marketing-2021/>

The primary purpose of life insurance is to protect the policy beneficiaries from the adverse financial consequences of the insured's death.

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You and your clients, our policyowners, are at the heart of the business decisions we make.



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