

Top 5 Facebook AEP Tips



#1 Post 3xs Weekly

To make sure you are seen on the busy timeline of your prospects and clients, you should post at least 3x's per week. Senior Marketing Specialists has post ideas on our SMS Agent Connect Facebook Group.

[Check it out HERE.](#)



#3 No Insurance Jargon

You may understand that AEP is called open enrollment, but do you the people reading your post realize it? If people are confused by your post, they will more than likely scroll right on past it.



#5 Have Fun

Facebook should be viewed as a way for your prospects and clients to receive information that relates to them such as money saving ideas, hobbies, senior health tips, etc. Have fun with your content!



#2 Use Images

People are far more likely (some studies report as high as 80%) to remember images vs. text. Content with images are 94% viewed more. If you want your posts to be seen, USE IMAGES!



#4 No Sales Pitches

Most people are on Facebook for friends, family and hobbies. They do not want to be bombarded with sales pitches and offers. Plus, most carriers will require you to submit your post for approval if you want to use their name or any benefits.



Join the Medicare Cafe every Tuesday at 10:00 am (CST) for more ideas and topics! [CLICK HERE for more info.](#)

Where agents drink java and talk shop...