



www.FYIExpress.com
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Would you pay a penny to attract qualified insurance prospects?



Customers search on Google, Yahoo & Bing
 Facebook targets Qualified Prospects

Google



Here's the biggest difference between those things and advertising on Facebook: On Facebook, you don't care what your users are searching. On Facebook, all that matters is who your customers are. This means you're targeting real people with real interests, hobbies, and jobs – not keywords.



The beginner's guide
to
FACEBOOK ADVERTISING

1

Why You Should Advertise on Facebook ... Now!

<https://adespresso.com/academy/guides/facebook-ads-beginner/why-you-should-advertise-on-facebook-now>

[How to use Facebook to target Qualified Prospects](#)



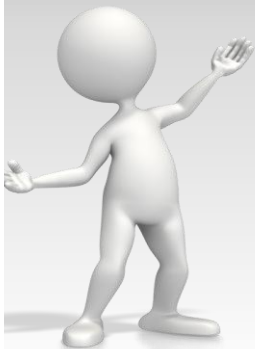
Facebook Advertiser Help Center at
<https://www.facebook.com/business/help>

Learn How to Succeed with Facebook at
<https://www.facebook.com/business/learn/>

How to set up a Facebook for Business Page at
<https://www.facebook.com/business/learn/set-up-facebook-page>

How to create a Facebook Cover at
<https://www.canva.com/create/facebook-covers>

Marketing on Facebook starts with a Page at
<https://www.facebook.com/business/products/pages/>



How to use Facebook to target Qualified Prospects



Facebook Ad Creation Basics at

<https://www.facebook.com/business/learn/facebook-create-ad-basics>

Creating Facebook ads in Ads Manager at

<https://www.facebook.com/business/help/898399293584952>

How to advertise with Facebook at

<https://www.facebook.com/business/products/ads/ad-targeting>

Facebook Ad Types

Boost Post

Carousel

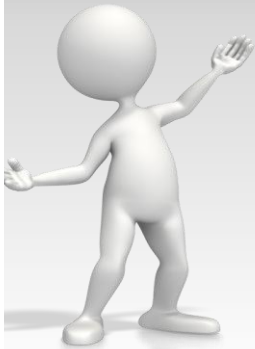
Lead Ads

Video

How to create an animated Facebook video at www.Powtoon.com

How to create a Facebook video ad campaign at

<https://www.facebook.com/business/a/Facebook-video-ads>



Examples of Qualified Prospects for a Penny

<https://www.facebook.com/477158482491493/videos/487415561465785>

Accurate Insurance of Florida
January 15 at 4:31 pm · 🌐

Wear your "Where's Marcus" t-shirt everywhere you go. Then you'll always be ready when you shop at Wal-Mart. You might win \$100.00 cash on the spot!

**You didn't win the lottery?
You can still win \$100!**



Boost Post

620 Views

<https://www.facebook.com/207518992615546/posts/1089007674466669>

Integrity Benefits Solutions
Written by Eddie K. Emmett [?] · January 11 at 4:17 pm · 🌐

El Periodo de Inscripción Abierta termina el 31 de enero.

¿Califica usted para un seguro medico gratis?... Llame al 770-780-5745



7,025 people reached

Boost Post

5.1k Views

Examples of Qualified Prospects for a Penny

<https://www.facebook.com/272983082846799/posts/732061586938944>

Allcare Insurance Agency
Published by Eddie K. Emmett (?) · January 15 at 10:01am · 🌐

Did you know that Allcare Insurance has great rates on Life Insurance that will fit any budget? Contact our office today and help make your loved ones' futures more secure.

**Why should you have Life Insurance?
Here are some great reasons!**



1,260 people reached
473 Views

Boost Post

<https://www.facebook.com/168741036472729/posts/1171448946201928>

DWB - The Family Agency
Published by Eddie K. Emmett (?) · December 3, 2015 · 🌐

The Family Agency has great rates on auto insurance and much more! Please call our office at (229) 420-7777 for a no-obligation review of all your insurance needs.

"Where You Are Family Too"



1148 Dawson Road, Albany Call (229) 420-7777

760 people reached
View Results


Examples of Qualified Prospects for a Penny

<https://www.facebook.com/272983082846799/posts/733866743425095>

Allcare Insurance Agency
Published by Eddie K. Emmett (?) · 21 hrs · 🌐

We take care of our friends at Allcare Insurance!

Does your Insurance Agent tease you like this? We don't at our Agency!



866 people reached
\$12.34 Left

<https://www.facebook.com/180595753426/posts/10153723824248427>

FVI Express
November 26, 2015 · 🌐

Facebook video ads are the best marketing tools in history! You can pinpoint your qualified prospects for only a penny per view. Here's the proof ...

Would you pay a penny to attract qualified prospects?



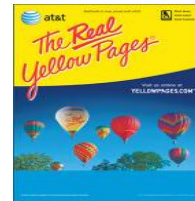
1,328 people reached
Boost Paused

Traditional Agency Marketing



What is Your Cost for a Quote?

We paid \$17,000 per month for 1,000 new prospects in 2005



Traditional Marketing in the Digital Age

Then

Now

Then

Now

