

Agent's Guide To Promoting Your Medicare Supplement Agent Listing

The American Association for Medicare Supplement Insurance's **FIND AN AGENT** online directory connects interested consumers with local agents.

For added results, we encourage you to market your listing. This 2-page guide shares some ways to do that with simple to follow step-by-step directions. Print this out for easiest reference. Or, if you prefer, ask someone knowledgeable and familiar with Social Media and web marketing for their assistance. Many thanks.

Banners Available For You To Download





We provide 2 different banners that you can download and use. Add them to your Email signature; post on websites or use when posting on Social Media (Facebook or Twitter). We update the dated one each year (in January).

Find the banners on this webpage: www.medicaresupp.org/agentpromo

This is the short-cut that will take you to the actual webpage. Follow the instructions on the webpage to download. We suggest downloading banners to your desktop.



A FREE online resource that enables you to change the size of any image. Go to: www.resizeyourimage.com A FREE WEBSITE - EASY TO USE Seems to work better with some browsers, like Safari.

Linkable Banners for Facebook & Twitter

You can include links when writing posts on Facebook and Twitter. Here is a way to make an image -- such as a banner promoting your listing on the FIND AN AGENT directory - that ALSO links directly to your listing.

This is a great way to distinguish yourself ... and drive traffic to your listing.



STEP 1: Go to: www.medicaresupp.org and click the FIND A LOCAL AGENT tab.

STEP 2: Enter your Zip Code and click **SEE AGENTS NEAREST YOU** box. Your listing should appear at the top.

STEP 3: "Copy" the webpage address at the top. Hold down the Control + C keys to copy highlighted text. The image shows an example for the Zip Code 60606 This is the **"Destination URL**"

← → C û
i https://medicaresupp.org/agents/?lookupZip=60606
80% ··· ♥ ☆

- **STEP 4: Paste (**Control + V key**) somewhere -- like a Word document.** You will need this link shortly.
- **STEP 5: Go to this website to download the banner(s): www.medicaresupp.org/agentpromo** We have prepared banners specifically to meet the recommended sizes for Facebook and Twitter. We suggest downloading both banner(s) to your computer's desktop.
- STEP 6:After you have successfully downloaded the banner to your computer you'll want
to go to this website where you can make the image a clickable link.
www.anyimage.ioAnother FREE service you don't need to sign-up.
- STEP 7: Drag and drop the banner ad in the area marked "Drop image here"
- STEP 8: Four fields will appear -- you want to enter information into them <u>all</u>.
 Title This will appear below the image so make it good. Example: Mary Smith Leading Medicare Agent in Illinois Description Keep it short and sweet. Example: Free Medicare insurance comparisons, All top companies.
 Destination URL Here is where you paste the Destination URL address that you copied & saved earlier.
 Card Size Leave it set at Large
- STEP 7:<u>BEFORE</u> you click Finish ... note 4 options slightly below the area you just completed.
Their system allows you to save images for the ideal sizes used by Twitter, Facebook, Linkedin.
CLICK the one you want: Example Facebook
NOW click Finish
- STEP 8:
 At the top you'll see the words
 Done.
 Time to share on social!

 Inside the box is a special webpage address.
 Copy and Save that address.

 You'll use this to create your linkable image.

NOW ADD YOUR LINKABLE IMAGE TO YOUR TWITER or FACEBOOK POSTS

Type your post as you normally would.

You can include links in the post.

You can ALSO say something like "Click the banner image below to access my listing"

When you click "POST" or "TWEET" the web link line of text will disappear. The image (linkable) however will remain.

IMPORTANT

Be sure to save the webpage address for your linked image. You'll want to use it again ... and again.

