Ways To Utilize Banners on Facebook or Twitter

To support agents who are listed on the Association's online FIND AN AGENT directory we offer various marketing tools. We have prepared generic promotional banners (images) that you can use to create heightened visibility for you and your listing. They are specifically designed for use on Facebook (they can also be used on Twitter).

Using these banners is really simple. This 2-page guide shares some simple tips and step-by-step directions. **Feel free to print it out for easiest access.**

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Step 1: Download the banner(s) to your computer

Just follow the instructions on the webpage.

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Step 2: Get the link to your directory listing

If YOU HAVE YOUR OWN WEBSITE … you can link your Social Media posts to your own website.

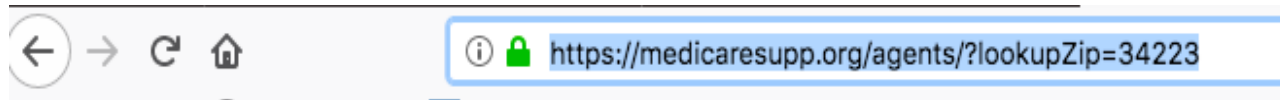**IF YOU DO NOT HAVE A WEBSITE** … you can (and should) link your Facebook posts to your listing on the Association's directory. That's how people will find your contact information. **Here's how.**

Go to *www.medicaresupp.org* and click the **FIND A LOCAL AGENT** tab.

Enter your **Zip Code**. That will bring up your listing on the Zip Code directory.

Copy the webpage address at the top of your screen (see the image).   Save it for later use.
To copy: Highlight text & hold down the Control + the C key.   To paste: Hold down Control + the V key.

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Step 3: Suggestions for Facebook or Twitter posts

Images strengthen the words you write in your post. They also grab people's attention. You need both.

And, you want to include a 'call to action' such as 'Access my listing on the national Medigap Agent Online Directory' or 'Message me for an appointment to discuss.'

These are quick examples of messages to show how your post will look.   After typing your message and including the link, **ADD** the banner by clicking **the Photo/Video button** (Facebook).

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A Bonus Tip!   Embed a link in the banner images

The banners all give people the impression they can be clicked to directly link to a webpage. You'll list your link as part of the TEXT ,… but if you like, here's how to embed a link into the image. That way, when people click the image, they will go to the desired webpage. It's worth doing (or asking someone skilled on computers to help you!).

Go to **www.anyimage.io**   This is a free service and there's no sign-up required

Drag and drop the banner into the area marked "**Drop Banner Here**"

Four fields will appear. You want to enter information into the all.

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***

Before you click FINISH their system allows you to save the images for the ideal size for Facebook or Twitter.

Or you can actually directly post on Facebook from their website.

<div style="background-color:#8B1A1A; color:white; text-align:center;">

I WOULD LOVE TO SEE HOW YOU USE THESE BANNERS
Please take a screen shot and send to me. Thank you.
Jesse Slome   E-mail: jslome@medicaresupp.org

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