Spark

Social Media Marketing



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CONFIDENTIAL AND
PROPRIETARY

Agenda

01	Social Media Marketing Overview
02	Create an Effective Strategy
03	Spark Marketing Center & More
04	Growing your Audience
05	Tips/Tricks & Other Resources



Social Media Marketing Overview

Social Media Platforms

Top 3 Platforms:

- ***Facebook***
- ***LinkedIn***
- ***Instagram***

Other Platforms:

- Youtube
- Individual Website
- Twitter
- TikTok



Social Media Marketing

As of Jan. 2025

The United States of America has at least **247 million** active Facebook users and **12.3%** users aged 65 and above in 2025

★ **30.4 million users 65+ on Facebook**

LinkedIn has **250 million** users in the US and **3.8%** of their users are 55+

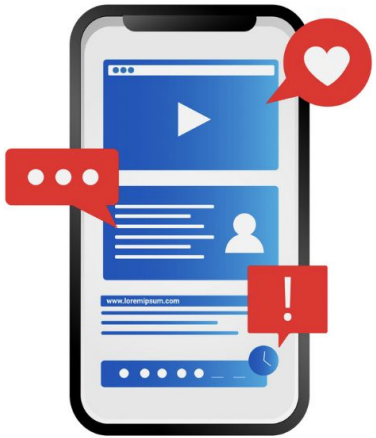
★ **9.5 million users 55+ plus on Linkedin**

Instagram has **171.1 million** users in the US and **5.7%** of individuals on instagram are 65+ and 90 percent of instagram users follow a business

★ **9.7 million users 65+ on Instagram**

**statista statistics on social media users*

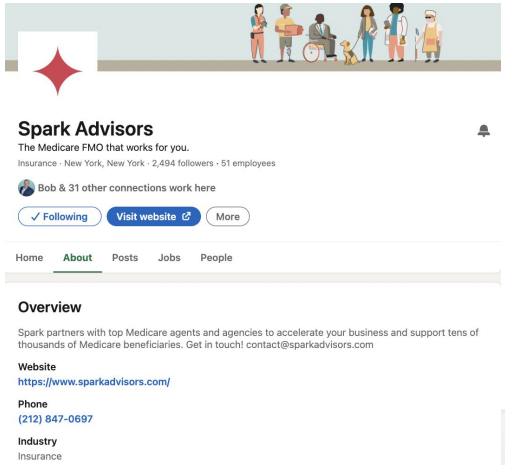
Benefits of Using Social Media

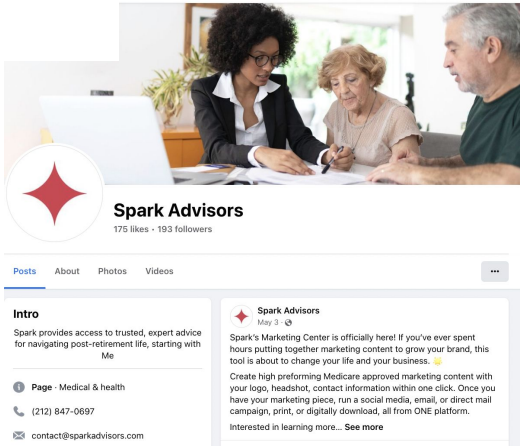


- Online Presence and Visibility
- Direct Communication with Customers
- Brand Awareness and Recognition
- Targeted Advertising
- Insights and Analytics
- Customer Feedback and Reviews
- Cost-Effective Marketing
- Content Sharing
- SEO Benefits
- Integration with Other Platforms
- Event Promotion
- Competitor Analysis

Creating your business social media accounts

- Optimize your business profiles
  - Brand name
  - Logo
  - Contact information
  - Link your website
  - Give a background on the services you offer
- Use images that relate to the services you offer
- Engage in the community to build credibility.
- Invite your friends and social media connections to your business pages







Social Media Strategy

Social Media SMART Goals

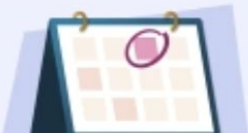
S	**Specific**	Make your goal specific and narrow for more effective planning
M	**Measurable**	Make sure your goal and progress are measurable
A	**Achievable**	Make sure you can reasonably accomplish your goal within a certain time frame
R	**Relevant**	Your goal should align with your values and long-term objectives
T	**Time-based**	Set a realistic but ambitious end date to clarify task prioritization and increase motivation











Identify Your Target Audience

Understanding your target audience is crucial for effective communication and marketing.

Focus Points:

- Age
- Location
- Interests
- Language

Why it's Important:

- Tailored Messages
- Specific Benefits
- Resonate with Interests

3 E's of Content Creation

Educate

Always post informational materials to educate your audience

Engage

Stay consistent with posting to continuously be in your audience's feed

Entertain

Create inviting, vibrant content to be eye catching and interesting

Educate

Sharing expertise positions you as a credible source, fosters trust, and encourages users to follow and engage with your content regularly.

- Provides value to your audience
- Offering insights/knowledge on updates
- Provide tips, or tutorials related to Medicare

Content Ideas:

- Medicare 101 guides
- Medicare or health trends
- Informative videos
- Thought-provoking articles/blogs from providers
- Healthy-lifestyle tips
- Medicare Mondays

Engage

The goal is to initiate conversations, gather feedback, and make your audience feel involved and valued.

- Encourages Interaction
- Invites Discussion on your post
- Creates Participation on Page

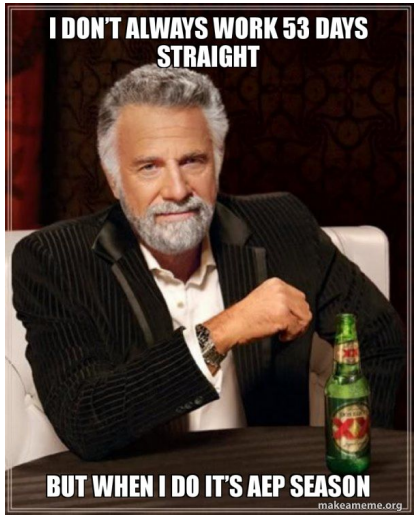
Content Ideas:

- Running a Poll for Activities
- Ask Questions on your posts
- Share Testimonials from your current clients
- Encourage Referrals
- Have a fun Health Quiz

Entertain

- Captures Attention at a glance
- Positive page interaction
- Breaks the repetition of user's feed

Captures the audience's attention and creates a positive emotional response







Content Ideas:

- Sharing Personal Stories
- Motivational Mondays
- "A day in the life"
- Relevant meme about AEP

Content Considerations

- ★ Medicare Mondays
- ★ Motivational Monday
- ★ “A day in my life” on reels or facebook stories
- ★ Video Medicare 101 or short informative health tips through Video
- ★ Health quizzes
- ★ Articles that are relevant to Medicare or Healthcare
- ★ Share milestones, family, travels, something you're proud of your hobbies things that you do
- ★ Informative on AEP timeline and how audience can reach your or attend an event

AEP Prep

- Start marketing on social media for AEP **now**!
- Share your journey into your role how you are a Medicare Expert, helpful tips during AEP, “sunday fun-days”, “motivational mondays” and schedule out for posting on a content calendar
- 2-3 times a week before and during AEP.
- Always quality over quantity while maintaining your social media monthly themes



Spark’s Marketing Center

AEP Social Media Asset Creation





Reaching Success with Spark's Marketing Guides

Spark team social media resource center and marketing guides

Social Media Guides



Social Media Ads Strategy



Best Practices for Social Media Ads



Facebook Ads Walkthrough



Linkedin Ads Guide

- Marketing on Facebook
- Marketing on LinkedIn
- Google Business Page
- Building a Social Content Strategy

Asset Creation via Marketing Center

1. Log into your Marketing Center Account
2. Select Marketing Center Social Template under AEP section
3. Apply your data, make customizations
4. “Share” > integrate the social media platform of your choice > POST!





Growing Audience & Generating Leads

Growing audience and generating leads

Using both organic and paid strategies to focus on creating valuable content, leveraging partnerships, and using targeted advertising, you can effectively expand your reach and engage with a broader audience, ultimately driving growth for your brand.

Paid Advertisements to reach a larger audience:

- Targeted Ads
- Boosted posts
- Ad formats
- A/B testing

Leveraging Partnerships for greater exposure:

- Medical experts on a blog or featured in a post
- Teaming up with a medical group or provider
- Local community groups

Growing audience and generating leads

Paid Advertising to reach a larger audience:

- **Targeted Ads:** Platforms offer advanced targeting options
  - Reach specific demographics, interests, and behaviors.
  - This ensures your ads are shown to relevant users (Medicare beneficiaries / t65 in your market)
- **Boosted Posts:** Amplify the reach of your organic posts by "boosting" them with a small budget.
  - increase engagement and attract new followers.
- **Ad Formats:** Experiment with various ad formats such as carousel ads, video ads, and story ads to find what resonates best with your target audience.
- **A/B Testing:** Test different ad creatives and targeting parameters to identify the most effective combinations that lead to audience growth.

Growing audience and generating leads

Leveraging Partnerships for greater exposure:

- **“Guest Appearances”:** Medical experts on a reputable blog or appear on relevant podcasts to showcase their expertise and reach a wider audience.
- **Provider Partnerships:** joint campaigns or events. This can introduce your brand to a new set of followers by cross promotion.
- **Local partnerships:** Collaborate with local businesses or organizations to cross-promote each other's content, events, or products. This could be local restaurants, libraries, churches, workout facilities, beauty shops, try to team up with as many as possible.



Tips Tricks & Other Resources

Professionalism

Do’s

- Professional Conduct is a **MUST**
  - Responsible
  - Respectful
  - Professional
- Be transparent about your role and intentions
- Stay Unbiased between carriers

Don’ts

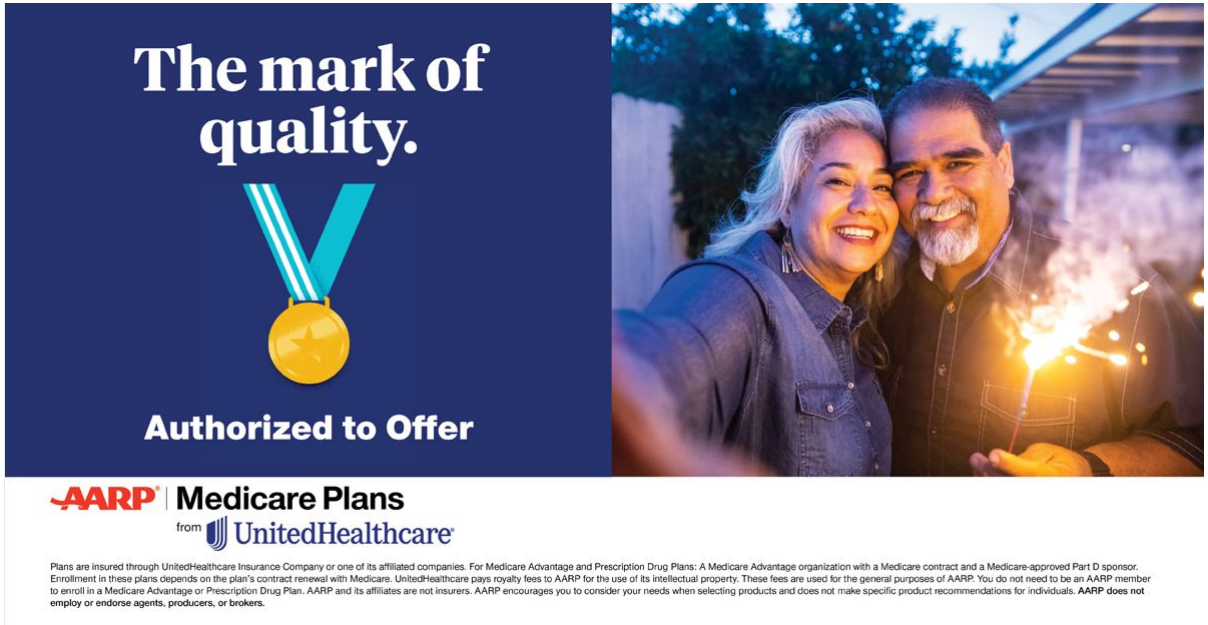
- Share confidential information/PHI
- Individually identifiable financial or health information
- Make misleading/exaggerated claims
- Respond to Negative Feedback/Comments

Announcing Product Offerings

- You may generally indicate the product types you are authorized to sell
  - Medicare Advantage
  - Medicare Advantage Special Needs Plans
  - Medicare Supplement Insurance Plan
  - Part D Prescription Drug Plans
  - Medicare Insurance Plans



UHC Social Example



Medicare Card





Must be generic form

Pre-Post Checklist

- ❑ Do I have all the appropriate disclaimers?
- ❑ Is my content free of what CMS would define as “marketing”?
- ❑ Am I providing factual, unbiased information?
- ❑ Is my content clear, accurate, up to date and not misleading?
- ❑ Are my explanations making information easier to understand?
- ❑ Am I following all social media guidelines?
- ❑ Does this post align with reaching my goals?



Upcoming Webinars

We hope you'll join us for another upcoming webinar:

- **7/9/25 & 8/14/25** - AHIP Office Hours
- **7/17/25** - Running an Effective In Person Consultation
- **7/23/25**-Running an Effective Telephonic Consultation
- **7/29/25**- Mutual Of Omaha new Hospital Indemnity Plan
- **08/13/25-** Compliance Do's and Don'ts
- **08/20/25-** Guide to Quoting Med Supps
- **08/27/25-** Intro to Cross Selling (Ancillary)

View upcoming webinars and register at:
https://lu.ma/sparkteam





Thank You!

Questions?