

These monthly ideas will keep your social media posts active all year long.

JANUARY

- ✓ Happy Birthday to those of you turning 65 this year!
- ✓ How is your new years resolution going so far?
- ✓ Do you have enough life insurance to cover your family?

🎯 **Paid Option** - T65 campaign (happy early birthday)

- ★ **Campaign:** Leads or Messages
- ★ **Audience:** 64 y/o w/ bdays in July/Aug/Sept
- ★ **Target:** Leads: statewide or several counties | Messages: as local as you want
- ★ **Spend:** Leads: \$15 per day minimum | Messages: \$5 per day minimum

FEBRUARY

- ✓ I'm here if you have Medicare questions
- ✓ Importance of cancer plans
- ✓ Protect yourself – Facts about Medicare fraud

🎯 **Paid Option** - T65 Campaign (happy early birthday)

- ★ **Campaign:** Leads or Messages
- ★ **Audience:** 64 y/o w/ bdays in Oct/Nov/Dec
- ★ **Target:** Leads: statewide or several counties | Messages: as local as you want
- ★ **Spend:** Leads: \$15 per day minimum | Messages: \$5 per day minimum

MARCH

- ✓ Here for you as your agent reminder
- ✓ Protect your passwords tips
- ✓ Did you know you can log into your Medicare account and print a new card anytime?

🎯 **Paid Option** - 5 Star (Medicare can be confusing- I am here for you)

- ★ **Campaign:** Reach or Clicks (if you have a website)
- ★ **Audience:** 65+
- ★ **Target:** Local
- ★ **Spend:** \$3-\$5 per day

APRIL

- ✓ Allergy season tips
- ✓ Understanding the Medicare maze. Call me.
- ✓ Medicare and dental coverage

🎯 **Paid Option** - 5 Star (Medicare can be confusing- I am here for you) - **Switch up the ad creative**

- ★ **Campaign:** Reach or Clicks (if you have a website)
- ★ **Audience:** 65+
- ★ **Target:** Local
- ★ **Spend:** \$3-\$5 per day

MAY

- ✓ Mental health awareness month
- ✓ Good pet options for seniors
- ✓ Do you know the difference between Med Supp & Med Adv?

🎯 **Paid Option** - Spotlight (who you are, what you do- goal is branding yourself)

- ★ **Campaign:** Reach/clicks/messages
- ★ **Audience:** 65+
- ★ **Target:** Local
- ★ **Spend:** \$3-\$5 per day

JUNE

- ✓ Road trip tips
- ✓ Medicare and vision coverage
- ✓ What does part A cover?

🎯 **Paid Option** - Spotlight (who you are, what you do- goal is branding yourself) - **Switch up the ad creative**

- ★ **Campaign:** Reach/clicks/messages
- ★ **Audience:** 65+
- ★ **Target:** Local
- ★ **Spend:** \$3-\$5 per day

JULY

- ✓ Medicare and working past 65
- ✓ Sunscreen reminder
- ✓ Medicare and telehealth

🎯 **Paid Option** - Special Needs Plan Highlight (ex. your expertise on DSNP and why they might need it)

- ★ **Campaign:** Reach/clicks/messages
- ★ **Audience:** 65+
- ★ **Target:** Local
- ★ **Spend:** \$3-\$5 per day

AUGUST

- ✓ Keep your pets cool this summer too tips.
- ✓ When can you enroll in Medicare
- ✓ What does Part B cover

🎯 **Paid Option** - Promote an event you host.

- ★ **Campaign:** Leads and Clicks
- ★ **Audience:** 65+
- ★ **Target:** 25 mile radius of your venue
- ★ **Spend:** \$5 per day for 5-days leading up to the event

SEPTEMBER

- ✓ Happy Monday – I'm here for you
- ✓ Medicare and hearing coverage
- ✓ What does part C cover

🎯 **Paid Option** - Spotlight (Highlight your expertise and your availability)

- ★ **Campaign:** Reach or Clicks (if you have a website)
- ★ **Audience:** 65+
- ★ **Target:** Local
- ★ **Spend:** \$3-\$5 per day

OCTOBER

- ✓ Breast Cancer awareness month
- ✓ What Does part D cover
- ✓ AEP begins (CMS provides several posts to schedule from 10/15-12/7)

🎯 **Paid Option** - AEP

- ★ **Campaign:** Reach/clicks/messages
- ★ **Audience:** 65+
- ★ **Target:** Local
- ★ **Spend:** \$3-\$5 per day

NOVEMBER

- ✓ AEP AEP AEP
- ✓ Promote your location! Let people know where to find you
- ✓ Let people know your availability

🎯 **Paid Option** - Promote an event you host

- ★ **Campaign:** Leads and clicks
- ★ **Audience:** 65+
- ★ **Target:** 25 mile radius of your venue
- ★ **Spend:** \$5 per day for 5-days leading up to the event

DECEMBER

- ✓ AEP AEP AEP
- ✓ Thank you post – supporting business, referrals, and trusting you.
- ✓ Your availability for questions or concerns

🎯 **Paid Option** - AEP

- ★ **Campaign:** Reach/clicks/messages
- ★ **Audience:** 65+
- ★ **Target:** Local
- ★ **Spend:** \$3-\$5 per day