

## Facebook Advertising

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### Purpose

For those organizations already on Facebook, adding paid advertising is an inexpensive way to greatly increase your message reach. This is a good way to get the word out about an upcoming enrollment event, and promote your organization at the same time. Paid Facebook posts can also be targeted to specific populations, making sure the right people see your message.

### Layout

Nearly all Facebook ads feature a headline, an image and a link to an external website. Both desktop and mobile versions of your ad are created. The process for creating an ad is very simple. Facebook walks you through the process in the tutorial link below.

In the ads below, we featured an upcoming enrollment event and linked to MNSure's online events calendar. The image in the ad was provided by Facebook's free stock photo service.

#### ***Desktop Version***



MNSure  
Sponsored · Like

Need insurance? MNSure is coming to Diamonds Coffee Shoppe to help you find the right plan

**Click here to RSVP!**  
Stop by Diamonds Coffee Shoppe on Saturday, F...  
[www.mnsureportal.org](http://www.mnsureportal.org)

#### ***Mobile Version***



MNSure  
Sponsored · Like Page

Need insurance? MNSure is coming to Diamonds Coffee Shoppe to help you find the right plan

**Click here to RSVP!**  
Stop by Diamonds Coffee Shoppe on Saturday, Feb 7th between noon - 4 p.m. for free, in-person enrollment assistance!  
[WWW.MNSUREPORTAL.ORG](http://WWW.MNSUREPORTAL.ORG)

## Cost

Facebook ads are fairly inexpensive to run. You are allowed to set a budget for each ad that runs. Facebook will automatically spend down that budget throughout a determined window of time. The budget can be adjusted or cancelled at any time. The more you're willing to spend, the more people will see your ad. Facebook provides you an estimate of how many users will see your ad each day based on your budget. This is a helpful tool for determining how much to spend.

In the ads above, MNsure spent \$225 and ran them for seven days. In that time, more than 10,000 unique users saw the ad.

## Targeting

One of the many wonderful things about Facebook is the information it has on all its users. Because of this information, you are able to target who sees your ads and who doesn't. This targeting can be done by geographic location, age, school affiliation, interests or hundreds of other criteria. This allows you to narrow your audience to only those that would benefit from seeing the ad.

For each enrollment event ad MNsure ran last year, we targeted them to users within the geographic location of the state and by age population depending on the type of enrollment event. This allowed us to save money by only delivering the ads to those people that would benefit.

## Tutorials

If you're interested in exploring Facebook Ads further, you can visit [this tutorial page](https://www.facebook.com/business/products/ads) to get started (<https://www.facebook.com/business/products/ads>).

MNsure communications staff are also well versed in Facebook advertising and can answer any questions you may have about the process.