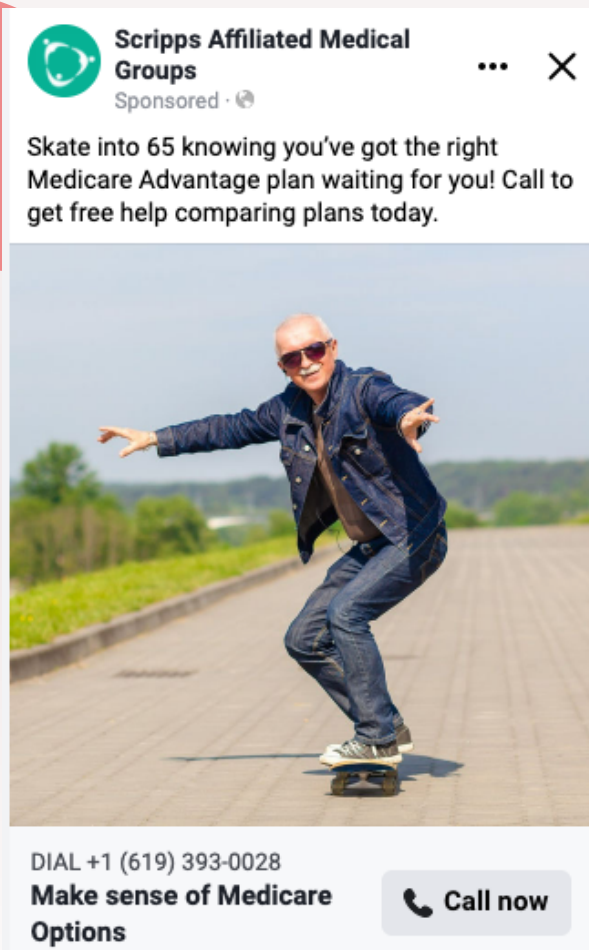


Scripps AMG Facebook Ads


Scripps Affiliated Medical Groups partners with Caress insurance company to offer Medicare Advantage plans. While most leads come during the open enrollment period in the fall, we decided to run a Facebook ad campaign earlier in the year targeting people turning 65 with a CTA to call for a quote. I created multiple headlines—the screenshots below were the best performers.

The target audience is very small, limited to people aged 64 living in San Diego. The ads generated 23 calls in the first two months, which is a significant amount compared to past campaigns. The client is very pleased.



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