

2021 - 2022
Promotional
Partnership

Post and Boost[®]
Facebook Experts for Funeral Homes

Homesteaders
Life Company

Facebook Advertising for Funeral Homes with Post and Boost[®]

By Bill Johnston, Post and Boost President



What I consistently hear from funeral professionals about Facebook is they don't know what it is, they don't know how it works and they don't have a lot of free time to figure out.

I'm excited to tell you that we have those answers. After publishing thousands of posts for funeral homes, we discovered that faces on Facebook work. How do we do it? The Post and Boost service begins with an extensive library of photography at your funeral home. Then, after you decide the topics most important for you and your firm, we publish beautiful, custom content that lets Facebook users know, like and trust your staff and your funeral home.

The result is effective, local advertising – the kind of advertising that expands your connection to your community, the reputation of your brand and potentially your call volume. And because we have discovered Facebook advertising works, our goal is to make it work for you too.

Let's Start with a Free Gift

Inside my latest book, "How Facebook Works for Funeral Homes," you'll discover what Facebook is, how it works for funeral homes and how your Facebook page can become a valuable advertising asset to your firm. You'll also see real examples of our service in Part II, as well as the topics we've identified that resonate with Facebook users.

It's a \$29.95 value on Amazon that is FREE to Homesteaders' customers. Contact me or your Homesteaders Account Executive to get yours today!



How is Post and Boost Unique?

Four main services set us apart: 1) We use faces on Facebook, 2) Every post we publish is custom to you and your firm, 3) We boost every post to reach thousands of Facebook users in your community and 4) We monitor your page and grow your social proof.

Standard Investment

\$500 photography fee, \$549/month for 6 months, plus boost budget for Facebook.

The Homesteaders Advantage

Photography is FREE and Homesteaders' customers receive roll-back pricing of \$495/month. Plus, when you elect to use your earned PartnerPoints[®] on approved marketing support, you'll receive an additional reward of \$0.25 per point.

I'd love to talk to you. Contact me or your Homesteaders Account Executive today for a FREE copy of my book! Bill Johnston • 336-516-9163 • bill@bostandboost.com

NOTE: This is a market exclusive service. Market exclusivity up to a 15-mile radius.