

Tax Diversification and Retirement: Facebook Paid Ads Packages



The Tax Diversification and Retirement program was created with the purpose of empowering advisors to generate appointments from existing prospects and clients, while creating new lead opportunities.

As part of this service, Simplicity offers three digital marketing packages designed to help generate new leads and create a greater response to the webinar series. The following packages combine the power of organic social media, paid media, and email marketing to help boost overall results advisors can experience when utilizing this program. Each tier delivers a stronger presence across all three marketing channels, with the higher-tier packages delivering even greater impact.

The top two tiers (options 2 and 3 below) include complimentary copies of Patrick Kelly's Tax-Free Retirement book and enhanced organic social media posts, providing a powerful combination to engage prospects and amplify your marketing strategy.

	Option 1	Option 2	Option 3
Cost (per webinar)	\$500	\$1,000	\$1,500
Facebook Paid Ads Included	Yes	Yes	Yes
Emails Sent (prospect database provided by advisor)	Yes, if 1,000 prospects or over	Yes, if 500 prospects or over	Yes, any amount of prospects
Simplicity Provides Facebook Organic Posts	No	Yes	Yes
Patrick Kelly Books Provided	None	10	25
Average Number of Registrants per Package	12-20	25-40	37-60

Simplicity's Marketing team will execute all digital efforts on your behalf, allowing you to focus on follow-ups and closing more business.

Contact your Simplicity representative for more information.