

Facebook & Instagram ad approval packet

Jane Benevento · Licensed life & mortgage protection broker · Florida

This packet holds everything that would run under Jane's name: four ads, the lead form, and the follow-up texts. Please mark anything that needs to change, send any disclaimer your office requires, and sign at the end. Marketing support is provided by ROBATO Media.

What would run

Where	Facebook and Instagram (feed and stories), from Jane's own Facebook Page and ad account
When	Small pilot starting November 1, 2026. Wider rollout only after the pilot results are reviewed
Who sees it	Only states where Jane is licensed. Insurance ads run in Meta's "Financial products and services" special ad category, which locks age to 18–65+ and removes gender and ZIP code targeting
What people do	Tap "Book now," answer a short form inside Facebook or Instagram (Meta's higher-intent form, with a review screen before submitting), then pick a time for a phone or Zoom consultation with Jane
What we never say	No premiums, rates or specific policy features. No carrier names. No "guaranteed," "approved" or "everyone qualifies." Nothing that suggests a government program or a connection to anyone's lender or mortgage company

What we need from you

- Approve the ads, the form and the texts as written, or mark changes.
- Any disclaimer wording your office requires on insurance ads.
- Your approved consent language for calls and texts, if you have one.
- Whether a carrier or agency name must appear in the ads.
- Anything else in your marketing guidelines we should follow.

The four ads

Each ad runs as a 4:5 feed image and a 9:16 story image with the same text. One story version is shown for reference.



Ad 1 · Who would keep paying the mortgage?

PRIMARY TEXT

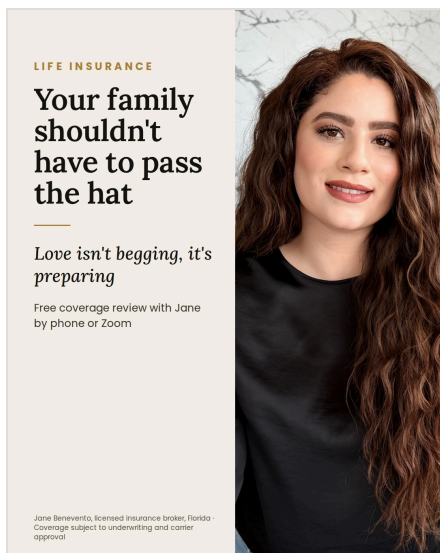
That PMI line on a mortgage statement protects the lender if payments stop, not the family living in the house
Mortgage protection is coverage built around your mortgage so the people you love can keep the home
Book a free coverage review with Jane by phone or Zoom, a personal consultation and not an instant quote

HEADLINE · BUTTON

Free mortgage protection review · Book now

SOURCE FOR THE PMI LINE

Consumer Financial Protection Bureau, "What is private mortgage insurance?": "PMI protects the lender—not you—if you stop making payments on your loan."



Ad 2 · Your family shouldn't have to pass the hat

PRIMARY TEXT

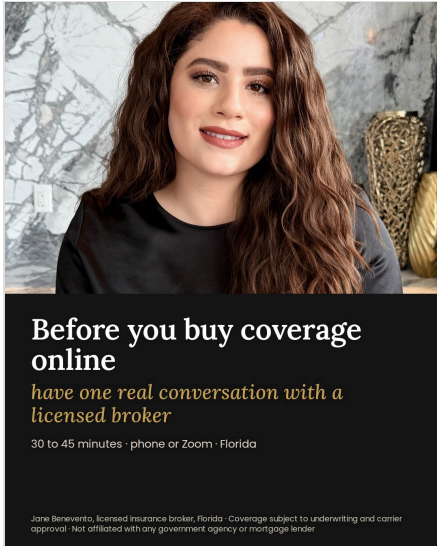
Your family shouldn't have to pass the hat if something happens to you
We've all scrolled past a fundraiser for a family that lost someone too soon and given what we could, but nobody should have to count on that
Love isn't begging, it's preparing, and a free review with Jane shows what it would take to protect the people who count on you

HEADLINE · BUTTON

Free life insurance review · Book now

NOTE

"Love isn't begging, it's preparing" is from Jane's own Instagram post



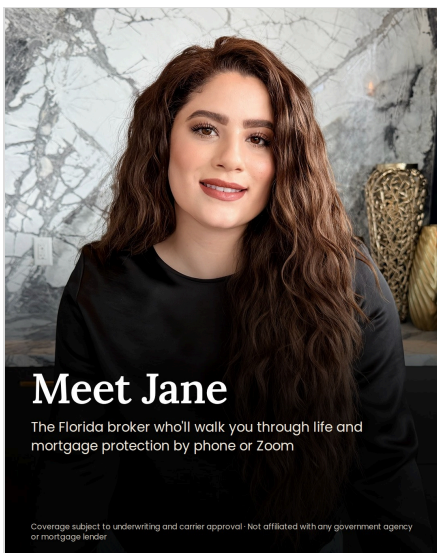
Ad 3 • One real conversation

PRIMARY TEXT

Before you buy coverage online, have one real conversation with a licensed broker
Jane does 30 to 45 minute reviews by phone or Zoom where you go over what you have now, who you want to protect and what fits your budget
Pick a time that works for you

HEADLINE • BUTTON

One real conversation, no quote machine • Book now



Ad 4 • Meet Jane

PRIMARY TEXT

Meet Jane, the Florida broker who'll walk you through coverage by phone or Zoom
Protection is power and it's also love, so her job is to explain your options in plain English and let you decide what's right for your family without a sales pitch
Book a free conversation

HEADLINE • BUTTON

Meet Jane, your local broker • Book now



Story format (example)

Every ad also runs in this vertical size, with the same words and disclaimer.

DISCLAIMER ON EVERY IMAGE

"Jane Benevento, licensed insurance broker, Florida • Coverage subject to underwriting and carrier approval • Not affiliated with any government agency or mortgage lender"
Your required disclaimer can replace or join this line.

The lead form

Intro screen: "Free coverage review with Jane Benevento, a licensed life and mortgage protection broker in Florida. This is a personal consultation by phone or Zoom, not an instant quote. Coverage and eligibility are subject to carrier underwriting and approval."

#	Question	Answer choices
1	What would you like to protect?	My mortgage · My family's income · Both · Not sure yet
2	Who are you protecting?	Spouse or partner · Kids · Both · Someone else
3	Do you own your home?	Yes · Not yet · Renting
4	Your age range	25–34 · 35–44 · 45–54 · 55–64 · 65+
5	Do you have life insurance now?	None · Only through work · A personal policy
6	Are you working with another agent right now?	Yes · No
7	What monthly amount would feel comfortable for coverage?	Under \$50 · \$50–\$100 · \$100 or more · Not sure
8	How soon would you like coverage in place?	This week · This month · Just researching
9	If we found a policy that fits your needs and budget, would anything keep you from applying during our call?	No, I'm ready · Maybe · Yes
10	Contact details	Name, phone, email, state (pre-filled from Facebook, editable)

Consent (separate checkbox, not pre-checked): "By checking this box, I agree that Jane Benevento and her assistant may contact me about life insurance and mortgage protection by call or text, including automated texts, at the number I provided. Consent isn't required to buy anything. Message and data rates may apply. Reply STOP to opt out." If your office has approved consent language, we'll use yours instead.

Thank-you screen: "Thanks! Jane's assistant will text you in a few minutes so you can pick a time. Texts are only sent between 8 a.m. and 8 p.m."

The form never asks about health, income, debt, or existing policy numbers. Health and eligibility questions stay in Jane's consultation.

Follow-up texts

Sent by an automated assistant that always identifies itself as Jane's assistant. It schedules appointments only: no prices, no product advice, no promises of approval. Texts go out only to people who opted in, only between 8 a.m. and 8 p.m. their time, never more than 3 in 24 hours, and STOP opts out right away.

When	Text
Within a minute of the form	"Hi {first name}, this is Jane Benevento's assistant. Thanks for requesting a coverage review! Jane does these by phone or Zoom. Pick a time that works for you here: {link} Reply STOP to opt out."
Follow-ups (up to 4 more over 7 days)	Short reminders with Jane's calendar link. After the 5th text with no reply, texting stops.
Coverage or price questions	"Great question. That's exactly what Jane covers on your call, since it depends on your situation. Want me to grab you a time?"
After booking	Confirmation, a reminder the day before, and one the day of. Jane makes a short personal call before each appointment.
"Not interested"	"Understood, thanks for letting us know. We won't reach out again about this." No further texts.

Approval

Upline / compliance approval (name)

Date

Signature

Changes requested? Yes / No

Questions about this packet: Rob Lopez, ROBATO Media, r0bato@robatoimedia.com.