

2027 FACEBOOK CAMPAIGN OPTIONS

A full year of leads, **one quarter at a time.**

Facebook campaigns for preneed leads and seminar RSVPs. Start from the plan recommended for the funeral home's market. Change any quarter that doesn't fit. Fintra handles the creative, targeting and scheduling.

01

START WITH THE MARKET

Smaller markets run one campaign per quarter. Larger markets run two.

SMALLER MARKET

LARGER MARKET



Core Market

Local and closely connected



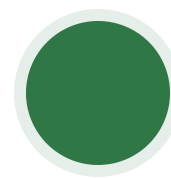
Mid-Market

A larger town or growing community



Suburban

The communities surrounding a city



Urban

A major city or metro area

RECOMMENDED PLAN

One 45-day campaign every quarter

RECOMMENDED PLAN

Two 30-day campaigns every quarter

02

CHANGE ANY QUARTER

Three campaigns to choose from. Run one or two per quarter.

PRENEED LEAD GENERATION

45-day campaign

\$850

~20 target leads*

PRENEED LEAD GENERATION

30-day campaign

\$750

~15 target leads*

SEMINAR

Seminar RSVP campaign

\$750

Timed to the seminar date

Two campaigns in one quarter

Two 30-day preneed campaigns (Suburban and Urban markets), or one 30-day preneed campaign plus a seminar.

\$1,500

Enhanced, +\$400: added ad budget for larger Urban markets, preneed campaigns only. Fintra advises case by case.

Skip a quarter at no cost.

03

THE 2027 FACEBOOK CALENDAR

Every campaign, **named and dated**.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
45-day 1 per quarter												
30-day 2 per quarter												

Q1 New year, fresh start 45-DAY The One Resolution Jan 1 to Feb 14 30-DAY The One Resolution Jan 1 to Jan 30 Never Left Guessing Feb 15 to Mar 16	Q2 Family & finances 45-DAY Family Planning Apr 10 to May 24 30-DAY The Cost of Waiting Apr 10 to May 9 Family Planning May 24 to Jun 22	Q3 Late summer into fall 45-DAY Season of Preparation Aug 15 to Sep 28 30-DAY Time Well Spent Jul 15 to Aug 13 Season of Preparation Sep 1 to Sep 30	Q4 The season of togetherness 45-DAY Around the Table Oct 25 to Dec 8 30-DAY Veterans Planning Oct 13 to Nov 11 Around the Table Nov 17 to Dec 19
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YOUR PART Confirm the market and choose the quarters. **Fintra builds, schedules and runs every campaign.**

Seminar campaigns are timed around the funeral home's seminar date, so they are not on this calendar.

***Lead targets** are target lead flow for a campaign of that length, not a guaranteed count. They cover preneed lead generation only. Seminars are measured in RSVPs.

Ready to plan a funeral home's 2027?

Ask your Fintra rep to confirm the market and lock in the calendar.

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