

Boosting Retail Medicare Events

Post in Local Facebook Groups

Share a photo of yourself at your retail location with your schedule and invite community members to stop by with Medicare plan questions.

Create Free Online Events

Use Facebook Events, LinkedIn Events, Google Business Profile, or Eventbrite to promote each appearance.

Use Social Media Consistently

Post before, during, and after each event. Make profiles public and add updates to your stories.

Leave Flyers (With Approval)

Ask the retail location if you can post or leave flyers near checkout counters, pharmacy waiting areas, or community boards.

Build Relationships with Store Staff

Introduce yourself to pharmacy and store employees so they know you're available to answer Medicare questions.

Share Your Schedule Weekly

Post a "Where to Find Me This Week" update on social media and via email.

Promote Through Community Resources

Share your events with local senior centers, town calendars, chambers of commerce, and community newsletters.

Example Social Post / Flyer Copy

Hi! I'm Jane Agent, your local Medicare insurance resource.

I'll be at CVS on Main Street in Town every Thursday from 9:00 AM to 11:00 AM from Date to Date and would love to meet you! Whether you have questions about Medicare plans, want to review your current coverage, or just want to stop by and say hello, I'm here to help. Feel free to bring a friend or family member along, too.

I look forward to seeing you there.

