

7 STEPS TO CREATING & USING YOUR SOCIAL BUSINESS ACCOUNT

SOCIAL MEDIA 101:

Social media is becoming a widely accepted and utilized method to help agencies achieve their goals. In fact, *78% of salespeople that incorporate and use social media*¹ in their practice **outsell their peers**.

46%
Individuals
meeting quota
with social
selling

64%
Teams meeting
quota with
social selling²

01

Choose Your Platform(s):



FACEBOOK

Facebook is an excellent platform to be on since it is the most-used social media site in the world. As of December 2018, Facebook boasts *2.32 BILLION monthly active users*.³



LINKEDIN

LinkedIn is the site of professionals. One way you can use LinkedIn is to keep in contact with your clients and stay up-to-date on changes in their professional lives.



TWITTER

Twitter is a great place for listening. Search for hashtags that are relevant to your business like *#healthinsurance* or *#lifeinsurance*. Then, help people using that tag who are looking for answers.

Create Your Page(s):

02



Once you have your business pages set up, you can start sharing, advertising, and selling on social media. Leverage your personal social media account to boost your agency's posts and share them with a wider audience. Use these links to set up your different social media business accounts.



facebook.com/pages/create



linkedin.com/company/setup/new



twitter.com

03

Design Your Page(s):

When it comes to designing your business profiles, consistency is **key**.

Consistency is important because it helps your clients and prospects recognize you and your brand to build loyalty.

This means consistency in your profile image, cover image, and your company's description.

CONSISTENT DESIGN:



Facebook⁴



LinkedIn⁵



Twitter⁶

CONSISTENT DESCRIPTION:

Use your mission statement or choose a description, then stick with it across all web platforms.

Fill in Contact Information:

04



PHONE NUMBER



EMAIL ADDRESS



WEBSITE URL



LOCATION



Pro Tip:

Fill out your *hours of operation* so prospects know when it's best to contact your office and your staff

05

Determine Your Intentions:

SOCIAL BRANDING:

Using social media to convey and spread messaging about your company (your brand) and what you can offer to the everyday person.

SOCIAL SELLING⁷:

Using social media to market and sell your agency's products and services as a secondary to your sales team's efforts.



WHY TO USE BOTH:

Integrate both branding and selling into your social strategy. Together they help to create your agency's online persona and to communicate who you are to your audience. Remember, a big part of what you're selling is *your brand*.

Automate Your Sharing:

06

buffer

hootsuite



sproutsocial

4-1-1 RULE⁸:

- Share **4 articles** from your influencer group (should take up *67% of your sharing schedule*)
- Share **1 original**, education piece of content from your library
- Share **1 sales-related** piece of content

07

Consider Social Advertising:

#1

Facebook is the *#1 best social platform* to advertise on⁹

19.2%

Of digital ad dollars will be spent on *Facebook* in 2019¹⁰

90%

Of top salespeople use social media to sell¹¹

3 THINGS TO CONSIDER FOR SOCIAL ADS¹²:

- Where are your customers most concentrated?
- Where are your customers most accessible?
- Where do your customers actively engage with ads?