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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 media¹ in their practice **outsell their peers**.



Individiuals meeting quota with social selling



Teams meeting quota with social selling²

Choose Your Platform(s):



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 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 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.



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.

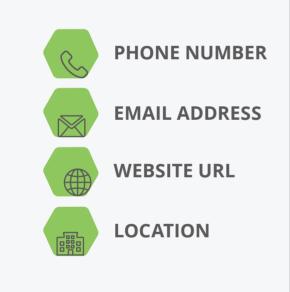
CONSISTENT DESIGN:



CONSISTENT DESCRIPTION:

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

Fill in Contact Information:



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:

4-1-1 RULE⁸: —— Share **4 articles** from your influencer group (should take up Rhootsuite buffer 67% of your sharing schedule) - Share 1 original, education piece of content from your **sprout** social library - Share 1 sales-related piece of content Consider Social Advertising: **3 THINGS TO 19**.2% **CONSIDER FOR** SOCIAL ADS¹²: Of digital ad dollars will be Where are your customers spent on Facebook in 2019¹⁰ most concentrated? - Where are your customers Facebook is the most accessible? #1 best social 90% platform to Where do your customers advertise on⁹ Of top salespeople use actively engage with ads? social media to sell¹¹



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Sources

The Brevet Group Super Office Hootsuite Facebook LinkedIn Twitter AgencyBloc Content Marketing Institute Big Commerce WordStream Hootsuite Big Commerce