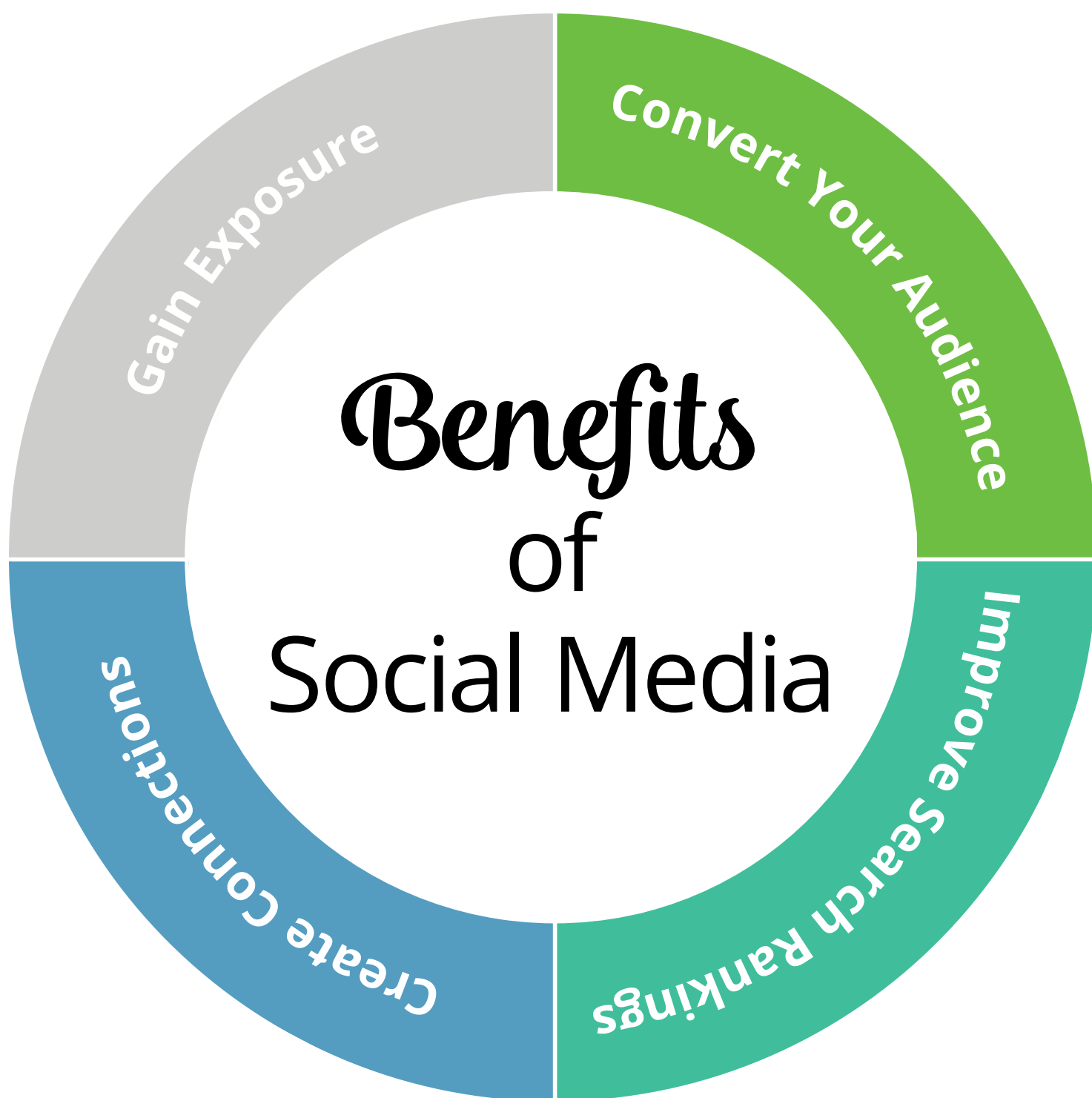


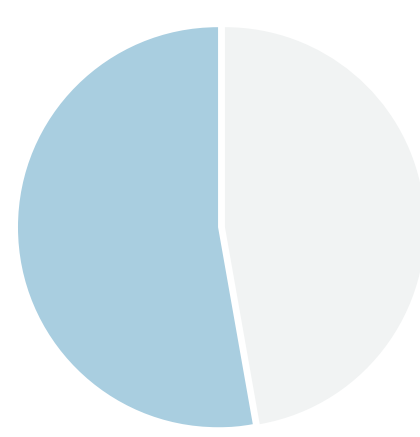
Social Media for the Insurance Agent



78% of salespeople using social media outsell their peers¹

100+

100 over 100 billion Google searches each month²



53% of social followers are more loyal to that brand³

Where to Start

Facebook

where your prospects most likely are

1 in 6 minutes is spent on Facebook mobile⁴

50 million over 50 million business are on Facebook⁵

32% of Facebook users engage with brands regularly⁶

Twitter

great for "social listening"

42% of users discover new products via Twitter⁷

6,000 tweets are sent every second⁸

49% of users follow brands or companies on Twitter⁹

LinkedIn

the place for referrals and professionals

49% of key decision makers are on LinkedIn¹⁰

1 in 3 professionals is on LinkedIn¹¹

50% of users are more likely to buy from a brand they interact with on LinkedIn¹²

Google+

where you can boost your organic growth¹³

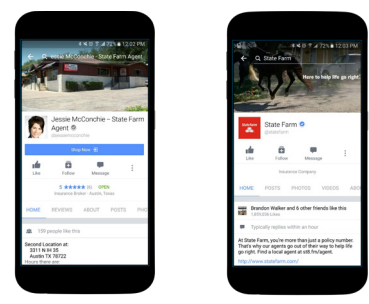
55% of Google+ users are in the U.S.

27 million unique monthly views

70% of brands have a Google+ account

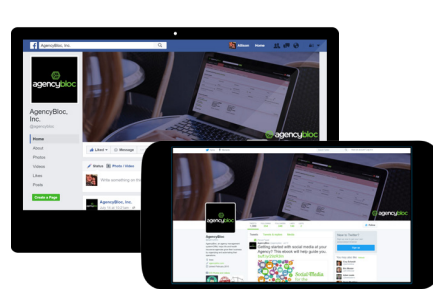
Building Your Social Business

Create Multiple Pages



Encourage your agents to create *personal agent pages*.

Consistent Branding



Continuity is key. It helps build *loyalty, respect, and recognition*.

Easy to Contact



Make it easy for prospects to contact you

Be Responsive



Always maintain your social profiles

Using Your Social Business

Educational Content



Be the experts and the agency to come to for help

Fun & Engaging Content



Give your business a human side with fun content