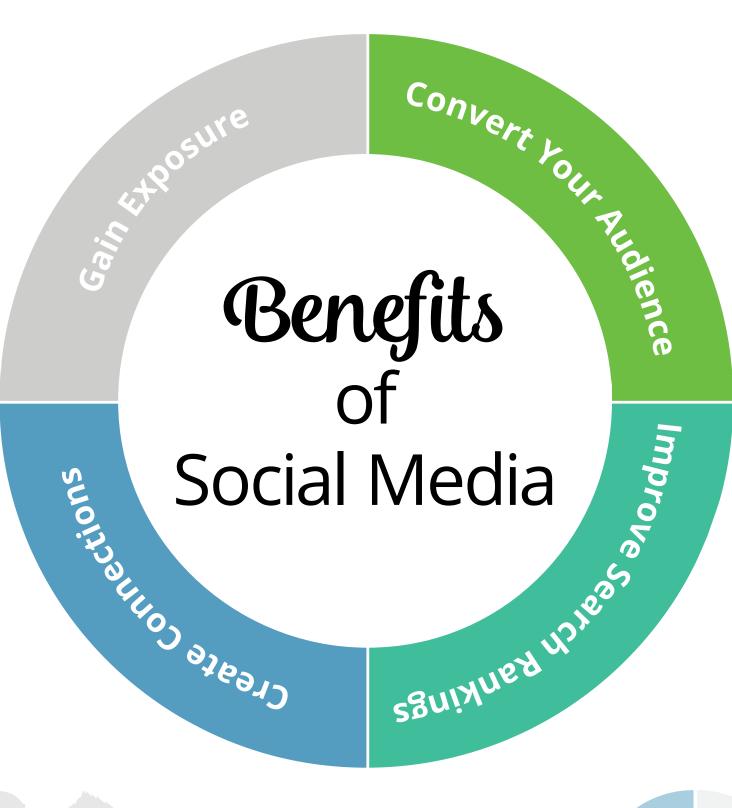
Social Media Gfor the Insurance Agent



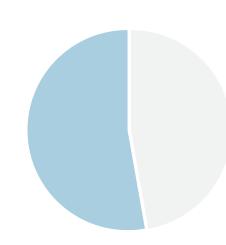




of salespeople using social media outsell their peers¹

100+

over 100 billion Google searches each month²



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 regularly 6

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 LinkedIn¹

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





agents to create personal agent pages.

Encourage your

Easy to Contact



prospects to contact you

Make it easy for

Consistent Branding



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

Be Responsive



your social profiles

Always maintain

Using Your Social Business

Educational Content



Be the experts

and the agency to

come to for help



Give your business a human side with fun content

agencybloc

866-338-7075 www.agencybloc.com info@agencybloc.com

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9. Convince & Convert: "7 Surprising Statistics About Twitter in America" 10. Jeff Bullas: "Why You Should Forget About LinkedIn" 11. "The Sophisticated Marketer's Guide to LinkedIn 12. Linkedin: "60 B2B Marketing Quotes, Stats, and Facts for the Modern Marketer