

Growing your business with social media

ageas®

Part 2



Ageas, the crew behind you.



So, in Part 1, we looked at boosting findability, creating a community, and focusing on turning those Facebook connections into face-to-face meetings.

Here are some more tips on raising your profile online, via social media, to boost your brokering business...

Be online, be up-to-date, be different

Social media can be great fun, but the most successful professional accounts are those that become known for their personality or their topics of conversation. Relevant, and up-to-date. That's the key:

- What are the hot topics with your customers?
- Can you add value to their conversations, online?
- Will you be relevant, can you be helpful in your posts too?
- And are you – really – up to speed on what's important today?

Results show that many brokers can really boost their profiles, simply by carefully choosing topical subjects to talk about and having a well-planned social media strategy. It can take no more than an hour a week – you won't need to be glued to your phone or laptop 24/7. (Or to learn the art of 'selfies'.)

On a larger scale, by becoming known for your area of expertise or topic of conversation online, social media can help build your reputation and your company's profile in the professional community too.

Know your strengths, settle into a niche

Whatever your strengths are, by way of either working with a target audience or selling a specific type of policy (personal lines, just commercial lines, or even specialist products), social media can help you to find and engage with even more potential customers and referring individuals:

- Do you look for entrepreneurs in need of business insurance, for example?
- Do you target high net worth clients?
- Do you talk to professionals in one sector or another? 'Groups' are easy to find.

On each of the many social media platforms, you'll find different types of audiences looking for different types of information at all times of day and night. It's 24/7. That's the beauty of social media.

Name checks, referrals...they can all lead to business

Sharing is caring, as they say. Social media is attractive because it draws on peer review as a means of validating you and your business. People like you, because other people like (or recommend) you.

As long as you're posting relevant, interesting material, the chances are that 'likes' will spread the word about your presence and topic of conversation.

Using nominated hashtags, reposting and retweeting, liking and favouriting...these are all ways for other social media users (many of whom you won't know), to show they like your content.

Every positive piece of interaction is an opportunity to start a bigger conversation! (You should be aware though, that it's just as easy to receive dislikes on social media...)

So – which platform should you choose?

We could write a white paper to answer this question, but to be helpful, we've summarised the pros and cons of each platform. It really is up to you to choose the platform that best serves your business – however here's some guidance from the crew:

LinkedIn – there's a lot less rapid-fire conversation on LinkedIn, but LinkedIn groups are ideal for connecting with people who have similar interests – a very good way to showcase your expertise:

- Seen as the platform for professionals
- Used more by career individuals, rarely as 'an update on my personal life'
- Can be a great way to circulate short articles, showcasing your expertise and opinion.



Twitter – a great way to share your thoughts, have an opinion, and generate traffic to your website. But even better if you can build relationships with followers who want to engage in conversation:

- Fast, very on-topic, great for having or furthering conversations
- Used by many on a daily basis – for work and business, pleasure and promotion
- Short texts take getting used to, but images, video and audio links are all possible.

Facebook – a great platform for sharing photos, updates, and general news with everyone who follows or 'likes' you. Followers browse your Facebook page to find out what's going on with your business:

- Very much the 'personal' platform, much less a pure 'business' tool
- Extremely useful for staying in touch with customers' personal lives
- A great way to see life events that may prompt changes in policies.

Blogging – depending on how your website is set up, you may have an option to post relevant information as a blog entry.

Opinions; news; your views on current hot topics...you'll need to think about how to drive traffic to your blog, and how to collect information about who's visiting it (hence the use of LinkedIn, Facebook or Twitter, which can all send people to your pages) – but a popular blog will increase your profile, certainly in the professional community.

Good practice, great exposure

Our last two points may sound like common sense, but they are worth mentioning. Social media takes time to set up and manage. If you want to get the best results, then you'll need to adopt some healthy marketing habits, and is only worth doing if it adds value.

- **Taking time** – On the one hand, the only thing worse than not connecting via social media is deciding to start – and then giving up. Non-activity casts a shadow of 'not up to speed' over you and your business. Are you ready to make social media part of your business? You'll need to find a routine, and be in a position to stick with it.
- **Giving value** – Remember, social media is not about selling. It's about helping you to make connections, and build relationships, with your audience – it's a great way to demonstrate your experience, your knowledge, and the value you offer to customers as a broker.



Stay ahead of the game with the
latest news, updates and tips from

Ageas, the crew behind you.

Follow us on LinkedIn and Twitter:

in [Ageas Broker](#)  [AgeasBroker](#)

ageas®