

Part 2 LinkedIn

**Want to make a strong impact, quickly?
We can help.**

Our handy hints will give you lots of 'quick wins' to cut through the noise and start marketing more effectively today...



We should say this at the outset: all marketing content must be compliant. There's never an excuse for not being transparent, clear and fair in all of your communications. If in doubt, please check the Financial Conduct Authority's recommendations and guidelines for the activity you're proposing.

LinkedIn has been 'the platform for professionals' for quite a while, so it's important that you stand out to potential

customers – as well as your broker colleagues and professional acquaintances!

What's more, many small businesses are thinking about 'global reach'. Even local SMEs – such as vehicle technicians – often have an online presence selling products or promoting their services, so cutting through the noise on LinkedIn is a great way to raise your profile far and wide.

one

Check your summary – is it red-hot?

Individuals and businesses can add a 'summary' to their LinkedIn profiles, which appears in all kinds of media (Google searches too). Ensure your business name and USPs stand out in the first 30 words or so. Add some personality, too; save the dry details for the rest of your profile.

two

Are you writing for customers or optimising for machines?

Your business pages are SEO-friendly, but they must be *people*-friendly first. Google will show about 150 characters of your company's page text in results. Do add some terms that are relevant, but don't underestimate the power of making the right *personal* impression with potential customers too.

quick tip

Remember, you can work towards 1000s of new 'views'!

Everybody who works for you should have a LinkedIn profile. They could all be sharing links to your latest LinkedIn posts. Even "Hey guys, ever wondered what I do in my day job?!" is a nice, easy share. And EVERY time that happens, you're seen by 1000s of new connections...!

three

How regularly do you post on LinkedIn?

Cutting through the noise is easiest when you start *making* some noise, regularly. You must choose what you're going to say, carefully, but if yours is the page that's coming up every week with rich, relevant content or opinions – guess who'll be liked, and whose broker details will be shared most?!

four

Insurance can be dry – could you show more of your human side?

Remember, every business's greatest asset is its people. The person who answers your phone is as important – if not more so – as the broker with 30 years of experience. So why not include views from everyone in your team on LinkedIn? Authenticity and real-life insights build incredible empathy.

five

And who is reaching out, when people want to link in?

LinkedIn can be great for picking up on people's curiosity in you or your services. Have a think. Who in your team should be checking up on your pages' activity and reach out with these questions. "Are you looking for advice?" "I'm not sure we know each other well, is there anything I can help with?"

Ask nicely, but do remember to ask!

A 'call to action' (or CTA) is the fourth most important element of any marketing campaign. The first is timing, the second is your audience, the third is the meat on the bones of your actual offer. However, without a good, clear CTA to back those first three elements up – you may well be wasting your time.

- Be clear – don't be afraid to say 'call me'. 'Email me'. 'Book a review'.
- People are busy, so make your call to action clear. Put it at the top of a page as well as at the bottom. Online, don't be shy of adding a line of text to explain a 'Find out More' message.
- If you're intent on sending people online – make sure the CTA doesn't disappoint. Provide MORE information. Give them more details, not just the same message.
- Double check the phone number you're asking people to call. Actually ring it – ah, yes, when exactly DID you last change your answerphone message?!
- Get someone who hasn't been involved in your campaign to test it. Follow the CTA, to the letter, and report back on the experience as though they're a prospective customer...

Adding a clear CTA helps people understand what it is you'd like them to do – and it also highlights that your message is part of a process, or a learning experience. Now, start marketing!

“Okay, but if everyone's cutting through the noise and we're all doing it the same way, won't that make it harder for customers to choose between us?”

No, not at all. The joy of marketing any business is that your aims, your brokerage brand and (most importantly) your perfect customers are usually slightly different to every other brokers' audience.

YOU make the difference, and the action YOU take now.

Some brokers try to market on price. Some brokers prefer niche products. Many want long-term relationships to cross-sell a whole range of products for their customers' entire life journey. Decide what's right for you – and we'll support you, all the way!

More tips for success

Plan to succeed



Put a firm marketing plan into place.

Share your vision



Get everyone in your office on-board with organised marketing.

Remember regulations



Do check up on what you're allowed to say (and do).

And don't forget



People buy products from people they like, so build relationships first!