

## Part 4 Twitter

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.

We love the little blue bird. Twitter is a platform that's gained immense traction, not just for 'hot takes' on the latest news, but also in terms of building great relationships. Best of all, it's easy to make a good impact with a Twitter-based business profile. Your clients love it, you can use it (carefully) as a customer service tool, and the engagement potential is huge...

### one

**Are you in with the in-crowd?**

Have a look at who you're following – and why. Quick wins may come from following communities of influencers or thought-leaders, but you need to build your follow/followed-by ratio carefully. Actively retweeting content will help build followers, as will following your followers' followers!

### two

**Will this tweet reflect well on your business?**

The joy of Twitter is it's very easy for people to show their approval. If the answer's yes, then the likelihood is you'll be 'liked' or your tweet will be shared. That's a win. Think: what shows you in a great light? Relevant content, considered opinion, and the human side of appropriate conversation.

### three

**Could you add a relevant image to this tweet?**

Twitter say that tweets that contain images in them get, on average, upwards of 30% more retweets. So if there's a good reason to post a relevant image, don't miss out on the opportunity to make your post more engaging.

### four

**Who else could you 'tag' in your replies?**

There's no reason why you shouldn't broaden the conversation. Add in influencers, or retweet something of interest to your own loyal followers. The more credible sources you're sharing content from and engaging with, the more knowledgeable and 'in the know' you look.

### five

**And are you content with your content?**

Time to review what you're tweeting. Relevant content; trending news; interesting thought pieces; appropriate engagement with individuals or businesses as customers. You can always join other conversations too, but remember, your audience has varied views – not all for sharing on Twitter.

## quick tip

**Get the right people tweeting on your behalf!**

Social media accounts take time to manage. Consider what it takes to start and then sustain your business's Twitter activity. If you have any social media gurus on the team, create Twitter guidelines to help them in helping you raise your profile responsibly and consistently.

## 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!

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***“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!