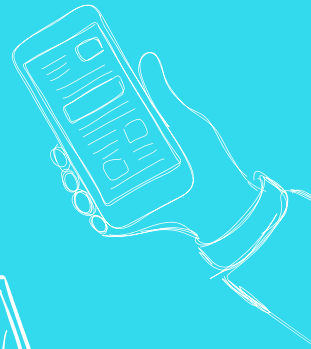


PART 3 FACEBOOK



- 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.

ONE

Firstly, ask yourself: do we need a Facebook profile?

You may 'like' the idea, but you won't be 'liked' by the Financial Conduct Authority if you pitch directly on Facebook. Consider the energy that goes towards improving your profile or strengthening relationships via Facebook. Now weigh that up against other marketing tools. Sometimes, not doing something is the biggest win of all.

TWO

Friends, Countrymen – but not the Romans?

It's important to remember that, like all social media, Facebook posts and shares can be seen by everyone unless you limit your profile settings. A good broker's profile will have content that is 'everybody-friendly'. It's unlikely to be particularly promotional, it's never risqué. Audit your history if you need to.

THREE

Are you sharing news about your successes?

One thing that Facebook can be great for (thanks to the easy 'tagging' of people in images), is sharing photo opportunities with happy clients. Got a good case study? Write it up, get consent, check it's not directly promoting products – and post it to your account. Got 12 studies? That's a calendar of content!

Facebook is all about connecting with people. But there's no reason why you can't build a healthy, active, brand-building Facebook profile for your business too. If you're posting the right content, checking it's compliant and making the right connections, Facebook still has the potential for a business to cut through the 'everyday' noise made by family and friends...

FOUR

Could you tidy up your feeds?

Maintaining the right impression is crucial. It may be tempting to connect with high-school friends, and aunts and uncles, but do keep an eye on what they're posting into your timeline. Don't worry, you can also control what other people see and 'untag' your business from someone's, err, 'night out'.

FIVE

Could your 'local' business be your Facebook feed?

Many SMEs have Facebook accounts instead of sophisticated marketing strategies. You can capture their interest. Consider using Facebook to recognise them, make connections between them, and show you're promoting local community spirit. Appropriate shares and reposts take no time at all.

QUICK TIP

Recognise your team, market your USPs to them too!

There's a lot to do, to really build a business. 'Cutting through the noise' can include making a good impression on your own employees; other professionals supporting your brokerage; and even recruiters. Perhaps your Facebook account could be your team's 'page'?

DON'T FORGET WHO YOU ARE TALKING TO

Whatever your marketing plan is, whatever you'd like the outcome of each campaign to be, don't forget how important it is to engage your audience with relevant messaging. Think about who you're talking to. Highlight the benefits that are significant to them specifically:

- Messages about not letting employers down, disposable income for a social life with friends, or the benefits of protecting young families are better targeted at younger customers.
- There's a theory you can be more casual with language for this audience, too. Don't use slang, always be TCF, but perhaps try a slightly more conversational style of writing.
- For older generations, campaign wording may be more altogether formal, and the benefits that appeal later in life will be slightly different.
- Remember, older customers know how to compare and contrast their experiences to date. Consider using that in your messages: position their opinion as important.

Making sure you remember who you're talking to will help build relationships with your audience. TCF is about a culture - doing business in a way that will help ensure customers get fair treatment.

“ 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.



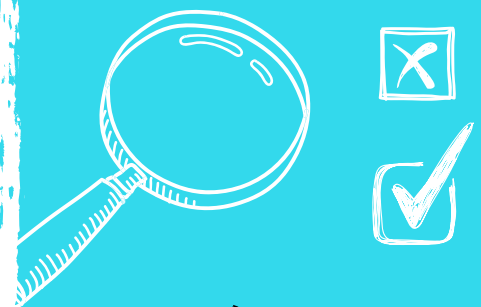
SHARE YOUR VISION

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



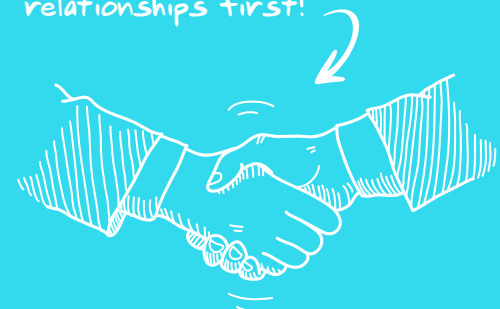
REMEMBER REGULATIONS

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!



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