



SOCIAL MEDIA MARKETING MADE EASY

FIND THE RIGHT PLATFORM FOR YOU



#MARKETINGMONDAY



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It is rare to meet someone who is not on social media. Social media is most often time used for keeping up with friends and family. However, platforms like Facebook, Twitter, Instagram, YouTube, and LinkedIn are channels that can also be used to provide networking opportunities for your business.

Social media marketing is an excellent way to help support the business goals of your insurance agency. Simply put, social media can help raise awareness about your brand, products, services but also provide an opportunity to demonstrate your knowledge, retain customers, and collect information on prospects.

If you don't have a website for your insurance agency, using social media can help you establish your online presence without using one. For starters, it is straightforward and easy to get set up your social media page. The social media platform interfaces are easy to set-up and use in just a few minutes. Using social media is also very cost-effective. Most social media pages can be developed for little or no cost at all.

If you do have a website for your business, you can use your social media channel as marketing tools to amplify your site traffic. By sharing your videos and content, you can drive visitors back to your main website and collect lead information. This is the best way to get your customers' attention and drive user interaction.

Content marketing is another excellent way to get your customers' attention. Here are a few tips to keep in mind when delivering high-quality and compelling content to your website and social media:

1. Developing a content plan for your business goals is the first step to ensuring success. Content varies by your goal. The only way to measure your content variables is to know and understand the message/purpose of your content. Are you only looking for leads or do you want to create more brand awareness?
2. Define your target audience to get a better understanding of who they are, what they know, and what they do not. This will help you craft the perfect content message to gain the attention of your audience.
3. Your content will always be more compelling and attractive if you have a passion for the subject matter. Remember to develop blogs, explainer videos, or white papers on topics in which you have the knowledge and obvious interest.

Paid advertising on social media is another way to get attention with your content. It relies on a variety of targeting mechanisms including keywords put into the paid advertising or "promoted ad" section on social networks. Display ads may also appear on the sides of users' pages. They integrate seamlessly into the users' experience and do not seem obtrusive. Paid advertising can be an extremely effective strategy for reaching new customers and most platforms have budget-friendly options.

We have created a guide for the pros and cons of advertising on all social media platforms.

Facebook

One of the greatest strengths of this social media platform is reach. The number of people using Facebook on a daily basis is unrivalled in social media. Facebook gives you an opportunity to market to a large diverse group of individuals, meaning you can market to more of your segments at one time.

Why Facebook?

Facebook is perfect for your marketing efforts if branding and engagement is what you are looking to accomplish. It's still one of the best places to publish and promote your content.

Pros:

- Broadest range of audiences with advanced filters to target your audience based on age, zip code, interests and other demographics.
- Mobile users spend a lot of time on the app.
- You can promote articles, videos, images, and essentially another content you produce.
- Facebook advertising and AdWords work really well together.
- You can set minimum and maximum budgets to ensure you do not create a campaign that becomes too expensive.

Cons:

- Very little organic reach (unless viewers share your content.)
- Very competitive network.

Suitable goals for using this platform:

- Brand awareness
- Story telling
- Customer loyalty/retention
- Customer service
- Paid advertising

Twitter is completely different when compared to Facebook. This year Twitter changed its iOS app category on the iTunes Store from 'social networking' to 'news' and establishes the credibility of the information via "tweets."

Why Twitter?

If industry news will help you sell products or build your brand reputation, Twitter may be a platform for you. If you plan to generate double the content in relation to trending keywords and hashtags, you should definitely start marketing on Twitter.

Pros:

- Ideal for news, announcements, product launches, trending topics.
- A good place to promote/test content with strong headlines.
- You receive immediate reaction from your audience.
- Engagement revolves around conversation in the form of "retweeting."
- A good source of traffic.
- A great B2B (business-to-business) branding tool.

Cons:

- Content lifespan is short (although you can republish multiple times.)
- Twitter traffic often comes with low purchase intent.
- Twitter advertising can be expensive.
- Keyword & hashtag trends and research is a requirement.
- Must produce *a lot* of content to be seen.

Suitable goals for using this platform:

- Becoming a news source or center of influence
- Promoting/testing content
- Conversational engagement
- Paid advertising
- Digital PR

LinkedIn

LinkedIn is the ultimate business platform. However, it is not the place to sell products or services. It is a place to genuinely connect with people on a professional level, but that doesn't mean you can't generate leads.

Why LinkedIn?

If you are looking to expand your agency, make genuine business contacts, and become a thought leader, then this is the first network on your list.

Pros:

- Expansive, highly-targeted user base.
- The only network to prioritize long-form articles.
- Easy to network with individuals directly.
- Good research tool for your target industries/markets and competitors.
- Groups set up for specific interests, industries, and associations.
- Great tool for recruiting agents to work in your agency.

Cons:

- Not a place to sell but you can generate and nurture leads.
- Paid advertising is not great.

Suitable goals for using this platform:

- Professional networking
- Agent recruitment
- Thought leadership
- Brand awareness

YouTube

YouTube isn't just a social network, it's the second most widely used search engine around the world. Despite the recent competition from Vine, YouTube still holds the crown for promoting your video content.

Why YouTube?

If you're serious about producing video content, YouTube is ideal for your marketing efforts. YouTube is the best tool to create engagement with your content. When you upload your videos, they are given a dedicated URL that can be re-shared on other social media platforms.

Pros:

- The perfect place for explainer videos.
- Ideal for "how-to" tutorial videos.
- YouTube advertising is insanely cheap.
- You can create brand channels to host all of your videos.
- Ranks in Google organic search.
- You don't have to be an expert to develop video content.

Suitable goals for using this platform:

- Organic search
- Driving traffic
- Paid advertising
- Brand awareness

We hope this review of social media platforms can help you further your marketing efforts by focusing on the correct platform to meet your goals.

There are many additional resources to help with your social media marketing strategies. For example, many websites offer freelancers specializing in content development at a low-cost. You can also research a social media marketing management company to help manage your strategy, content, and better target your audience.

For more information on social media marketing strategies, check out our #MarketingMonday Resource Center to review previous pieces on using Facebook on a Budget and unique Digital Marketing Strategies.

Contact Agent Pipeline Now!

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