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Your Straight-to-the-Point
Guide to Social Media
Marketing



powered by Foremost Insurance Group

INTRO

It can be overwhelming and a little scary to manage your agency's social media presence. We totally get that. This is a judge-free zone. Whether you use social media every day, have somewhat of a plan, or haven't looked at your company's social media feed since last winter, this guide is for you.

Oh, you're a little skeptical about this social media thing? It's not nonsense or only for the Millennials in your life. Nearly **80%** of consumers say that companies on social media influence their purchases!¹ That means your buyers are scouring the Web to research what they purchase. **When your agency has a solid social media presence, it helps establish credibility and trust with current and new customers.** And when existing customers write reviews and Tweet kudos about your agency on social media, you'll feel like you hit the marketing jackpot. **88%** of consumers trust online reviews as much as personal recommendations². Word of mouth on the street: good. Word of mouth on social: incredible. You're re-thinking social media now, right?!

Social media marketing is pivotal to your brand because it's the newer version of traditional (TV, radio, and print) advertising – and one that can be much cheaper. On Facebook alone (we'll talk about other platforms as well) there are over 1 billion, and counting, daily active users according to the platform's website. Think about how many of those people have insurance buying power in their household. Social media's just too big to ignore.

Convinced now? Awesome. **The content in this booklet will teach you new techniques and tactics to improve your agency's social media presence and website. You'll learn what platforms to be on, when to post, what to post, the importance of content marketing, see real examples from Foremost's own successful feeds, tips on what to put on your agency's webpage and so much more.**

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TABLE OF CONTENTS

- 04 Which Platform Should My Agency Use?
- 06 How To Pretty-Up Your Profile
- 10 The Skinny On Content Marketing
- 11 Personality and Identity
- 12 What To Post, How To Create It, And When To Hit "Publish"
- 14 In a Pinch To Create Content?
- 15 Three Tips for Better Smartphone Photos
- 16 When To Publish
- 17 How To Measure Social Engagement
- 20 Get Your Agency Google On
- 21 Building A Following
- 22 Social Media Ads
- 26 What's A Hash Brown, Er Hashtag?
- 28 Customer Service on Social Media
- 30 Tips For A Better Website

WHICH PLATFORM SHOULD MY AGENCY USE?

There's a sea of social media platforms out there. In this booklet we're going to focus primarily on Facebook, Twitter and Instagram. It's important to focus on one or two channels instead of all of them, because consistency is key. If you're managing too many platforms, your results will be mediocre.

HERE'S A GOOD DESCRIPTION OF THE BIG THREE:

FACEBOOK:

Facebook is the largest growing social network, according to their website. This channel is a fixture to the online experience. Some folks even check Facebook before their email when they wake up, and before they go to bed. (And by "some people" we're not just talking about the Millennial who wrote this). **The average user spends 20 minutes a day on Facebook.**³ Back to what Facebook is: It's what we consider the original, most successful social networking site. There are Profiles for people and Pages for brands/companies.

TWITTER:

Twitter can be a lead gen machine and a great way to spur brand loyalty. Its demographic has broadened to include more male users, ages 65 and older, and those who live in **households with an annual household income of \$50,000 or more.**⁴ On this platform, you send out public messages in a Tweet which is like a 'post' but only with 140 characters. Get a real life example by going to **[Twitter.com/foremost](https://twitter.com/foremost)**.

INSTAGRAM:

Instagram is a photo and video platform. This channel is used strictly by smartphone; iPhone and Android platform mobile digital devices all can download this app. Instagram (aka IG or Insta) enables users to apply a variety of filters to pictures with a simple press of a button. **Statistics show that there are roughly 140 million users.** The majority of them (70%) are females between the ages of 18-35.⁵



Which one to use? If you're on a time crunch and can only choose one platform, we suggest Facebook. Here's why: It's the channel with the most users and has a wide, wide demographic. **Plus, get this: A recent survey found that 60% of consumers visit Facebook Pages before purchase.**⁶ And when your agency's page boasts great reviews, customers will be more apt to do business with you.

If you have the time and resources to do all three, it's best to understand content distribution. What does this mean? Don't cross-post or broadcast the exact same stuff on each platform.

If you post a photo of a huge pothole in your local area to warn customers about it, don't post it on Facebook, Twitter and Instagram at the same time. It looks lazy, and why have three accounts if they're all the same thing? Instead, you could post the pothole-photo on Facebook if your following is largest there. Then later in the day or week, Tweet it to your followers and provide a short write-up on how to avoid it or fix a flat if it's already done damage. **It's ok to cross-promote, just not cross-post.**

Here's another way to look at it in the words of **LinkHumans**:⁷

If you're going to post the same content to multiple social networks because you want more people to see and benefit from that content, feel free to cross-promote but make sure you tailor the text to suit the network you're posting it on and to the audience that will be seeing your post.

Think about it like this: Would you want your audience on Facebook to see a shorted post that's 140 characters and clearly created for Twitter? Probably not. The latter platform can hold bigger media files and the character limit is broader. Take advantage of each platform's offerings!

Another way to help reduce cross-posting is by developing a niche for your channels. Perhaps you dedicate Twitter to live events, Facebook to promote your blogs, give company updates, provide info on referral programs, and Instagram is dedicated to infographics. **However you choose to divvy up your content, be sure to stick with it!**

Need an example? Our Instagram feed is filled primarily with motorcycle stuff. We use it to promote our media coverage at events like the motorcycle rally in Sturgis, SD and Daytona bike week. This is a great place for you to like our posts and get ideas for your own Instagram page. Check out **@ForemostInsurance**.

Our two Facebook pages, one B2B and the other B2C, are easily differentiated because with **The Foremost Insurance Guy Page**, we're talking to you, the insurance pro! Our consumer-facing page, Foremost Insurance, is filled with DIY tips, lifestyle-type content about our products, and event updates that you can share with your customers.

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