

WELCOME

How to Design an Impactful Social Media Presence



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Independent Insurance Agents of Texas
AGENCY MANAGEMENT FORUM

How to Design an Impactful Social Media Presence

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Thank you to our Lead Underwriters



SALT



Social Media Can No Longer Be Ignored

34% of consumers use social media to learn about brands and their products and services

83% of people use Instagram to **discover new products and services** and

87% said they took a specific action, like making a purchase, after seeing product information

64% of buyers would rather send a brand a message on social media than call for customer service

Social Media Can No Longer Be Ignored

43% of Gen Z consumers have made a native purchase from a social media platform.

75% of Millennials say social media helps them engage with companies and brands.

79% of people say that user-generated content on social media significantly impacts their purchasing decisions.

Fear not!

Social Media gives the insurance industry plenty of opportunities to embrace customers in a digital space, expand audience reach, and build brand awareness and credibility.

Fear not!

Savvy and successful professionals know that social media can be a real game-changing tool for business.

Ok, maybe there's a little fear...

So why are so few independent agents
and agencies willing to get online?

Maybe

It takes too much time and resources.

You don't know where to start.

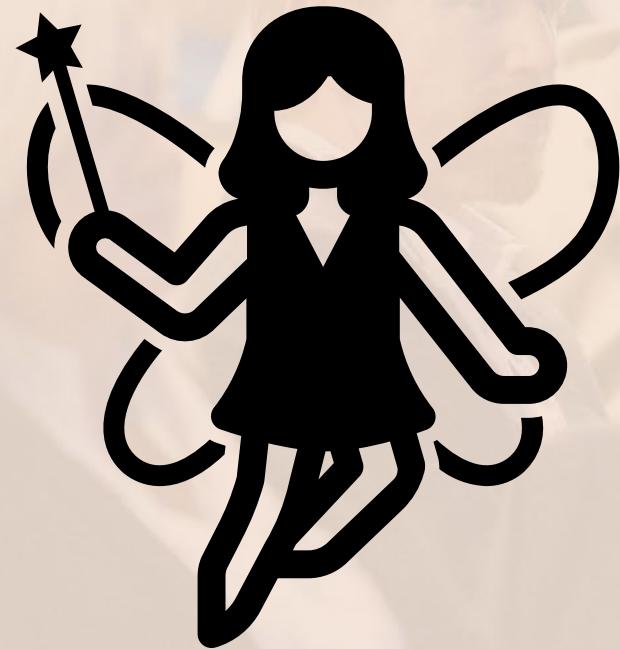
What if I told you...

You could start building your social media presence today!

That it might even be a little fun.

You will start to see results sooner than you think!

6 Myths to Forget



Myth #1

"My customers aren't on social media."

Yes, they are!

4.59 billion people are on social media according to Statista

Myth #2

**"I need to join ALL platforms
immediately and post constantly."**

All Platforms Have Pros & Cons

What is your goal?

Social Networking

Photo Sharing

Video Sharing

Interactive Media

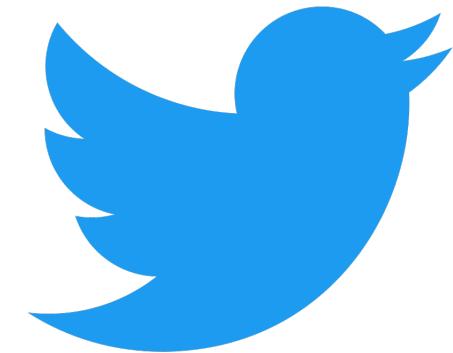
Blogging/Community Building

Choose the ones that help you meet your business goals.

We Use

- **Facebook** to build community, celebrate, share new offerings.
- **LinkedIn** to network, share live events, brag on our designees and participants.
- **Instagram** to tell our story visually.
- **Twitter** for quick announcements.

We also use these channels for customer service.



Myth #3

"Our social media presence will grow if we get friends and family to like every post."

Give Grandma a break.

Being authentic.

Trying things and doing stuff.

Learning from your audience and your efforts.

Myth #4

**"Successful social media is meant for conversation.
It's not a place for branded content."**

Valuable posts might not always stimulate conversation, but they could lead people to your website, products and services.



Myth #5

"Making social media content and monitoring TAKES FOREVER."



• **Use social media monitoring software!!**

Alerts you when important terms are mentioned so you can check to see if you need to respond to anyone, follow someone back, etc.

**Takes maybe 30 minutes a day. No big deal. Everybody breathe.
Everything's gonna be alright.**

Myth #6

"We don't have enough content!"

Yes, you do!

According to HubSpot, **91%** of marketers say their company re-purposes content on social media channels.

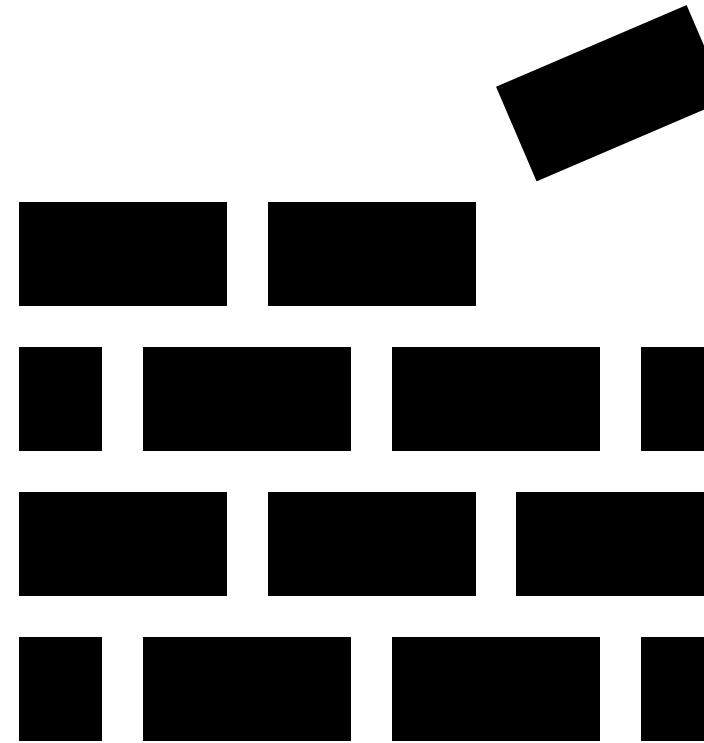
If the content is evergreen, it will almost always be useful, even if you repurpose it later.

Just do your loyal fans a favor! Find new, interesting nuggets of info to call out in your update.

Team Cat or Team Dog?



6 Tips for Building a Social Media Presence



1. Take Inventory & Build Foundation

Start with a goal

Conduct a Content Audit, look at your Owned Media

Consider a budget for Paid Media

Research Competitors (What are they doing on social?)

Create a social media calendar (we use Hootsuite)

Set a recurring planning meeting

2. Embrace Tech & Choose Platforms

The average internet user has 8.4 social media accounts,

You can connect with them on different platforms for different purposes.

Facebook to build your audience and generate leads

Twitter for customer service.

3. Get to know your audience.

Start by compiling data on your current customers, stuff you already have like product history, customer service interactions, demographics.

Dig deeper with social media analytics that the channels provide. Start small with optimal posting times or branch out to affinity audiences.

You'll soon start to understand who's interacting with you online.

• 4. Get Online & Be Social!

- Start a FB page and/or group
- Connect with your business contacts
- Mention, tag, and celebrate them!
- Respond to comments and messages.



5. Focus on Quality over Quantity

Don't worry about posting every day or multiple times a day.

Don't jump on meaningless, irrelevant trends.

Do provide content that is valuable and relevant to your audience.

Do have fun with it!

Ready for the super-secret tip?

The silver bullet social media tip is...

(DRUMROLL)

6. Just try it! (And track your progress.)

Try something for a period of time.

Look at what happened within social media analytics during that time.

Stop doing what didn't work.

Do more of what did work.

THANK YOU

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MEMBERSHIP MAKES YOU STRONGER

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