

connective 

18 TIPS

For Good Social Media Marketing



Join the social media revolution!

There's no doubt that social media has completely changed the landscape for marketers the world over. It's a genuinely cost-effective marketing medium that helps you engage with a community, build your brand and establish yourself as an authority in your industry. Used correctly, social media can give you incredible reach, making it easy to interact with prospective customers on a huge scale, whether they are on the other side of the world or just down the street.

The beauty of social media as a marketing medium is its responsiveness. It lets you engage with your community and talk directly with your customers so you can build relationships that go way beyond a normal transaction, increasing loyalty and retention. Social media also makes it very easy for your satisfied customers to become advocates of your business, which is particularly important for mortgage brokers who tend to depend on referrals to generate new leads and grow.

Building a social media network that provides real value for your business will take some effort, but before long you'll realise that it's worth your time. This eBook focuses on helping you get started, giving you the tips, tricks and tools you need to establish your social media presence and then start to improve it.



Rules of engagement

ESTABLISH A PRESENCE

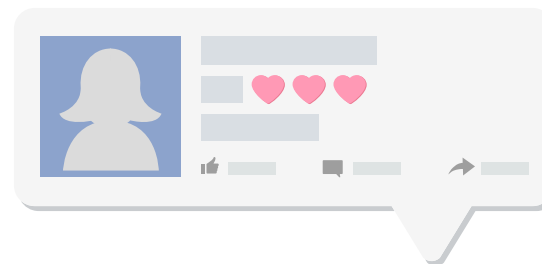
The whole point of social media is to facilitate communication between people. It's all about networking and building relationships, and that entails getting people to like you and introduce you to their friends. Whether people like you or not often depends on how you look, how you talk with them and how you behave - and social media is no different.

When setting up your social media pages, it's important to bear these aspects in mind. Make sure that your pages showcase you as a business person who is educated, professional and authoritative - but above all, human and friendly. Highlight the unique selling points of your business and include feature benefit descriptions of what's on offer.

But remember, don't cut yourself off from your audience as a person by keeping it strictly about your business, make sure that you come across as being approachable.



Don't be shy about asking all of your clients to follow you on social media.



Ask your best clients to make comments about your expertise, professionalism and service standards as these will help to generate new leads.

FREQUENCY IS IMPORTANT

There is no hard and fast rule on how often you should make posts on your social media pages. It all depends on your audience's appetite for what you have to say. That said, it is vitally important that your social media pages receive your attention on a regular basis. Familiarity builds trust – and if your customers and prospects visit your pages and you haven't posted for a while, it will look like nobody's home and you don't care about what's going on with them.

If you're strapped for time – and mortgage brokers always are – it's a good idea to start off with just a few social media sites. We recommend you start off by posting at least 3 times a week and build your frequency from there.

Tips



Create a posting schedule and plan posts ahead of time.



Don't overwhelm your audience with too many posts.

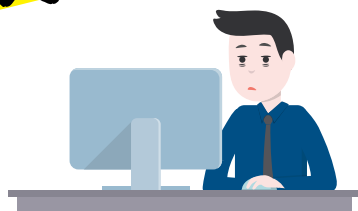
WHAT TO POST

Your social media followers should be excited to read your content and find out what you have to say. Many people make the mistake of making posts that are not relevant or interesting to their audience, or just plain boring.

It's also very important that you don't look as if you are posting just for the sake of it. Make sure your posts are of real use to your audience. Sharing valuable information will enhance your image as an expert and help you gain respect as a professional.

As a mortgage broker, you can also achieve a lot by staying up to date with current industry events that are important to your customer's financial well-being and by making commentary that showcases your expertise. Give generously of your experience and knowledge so your followers become familiar with you and that way you'll stay top of mind when they need your services. Care about your customer's problems and solve them whenever you get the chance and you'll become a trusted adviser.

Tips



Try not to be too straight laced all the time, this can get boring.



Think about what interests your clients and talk to their needs.



If you can be entertaining or funny, then go right ahead.

INTERACT AND RESPOND

Engagement with your audience is what drives business. When people respond to your posts, it's vital to interact with them and show that you're paying attention. Respond to comments, likes and tweets as often as you can. When you are just starting up your social media pages, it is particularly important that you respond frequently and answer all questions. If there are negative comments, don't ignore them – find a way to turn them into an opportunity to have a positive conversation.

You can also encourage people to engage with you by asking questions or soliciting opinions from them. As mentioned earlier, becoming a problem solver is a great way to make yourself popular, so try sharing your customer's problems and ask for suggestions for solutions if they are outside your immediate expertise. If someone responds to one of your posts with a suggestion, engage with them and take the conversation further.

Another way to encourage engagement is to ask your audience for their help. Perhaps your business is involved with a community project or a charity, or maybe you're conducting feedback surveys for your business. You'll be surprised how many people will want to get involved.

Tips



Make comments on other people's posts, important news items and issues.



Jump into other people's conversations when relevant.



Look for Twitter chats that are relevant to your business and dive in.

USE GREAT PICTURES AND VISUALS

Photos are one of the main ways that people share their experiences and they are an important tool on your social media pages. They are a universal language that everyone understands and can be very effective in supporting your business and personal image, as well as your brand.

Visual posts are easy to share online and tend to be very effective in driving engagement. In fact, according to Facebook, posts with photos have the highest user engagement than any other post. And it's certainly true that the better the photo, the more attention your post will get.

Articles with images are also more effective at engaging your audience – they get 94% more total views than articles that appear with just text alone. However, the quality of pictures you use is important. If you're not much of a photographer, you can purchase them from any reputable photographic stock-house online.

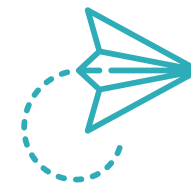
Tips



Always use quality pictures that reflect your professionalism.



Boring photos, or low quality images can be detrimental.



Good news always travels faster and funny photos can often generate their own following.

BE CONSISTENT ABOUT BRANDING AND VOICE

Your company brand represents your promise to your customers. It conveys your values, your objectives, your purpose and more. Small businesses often don't spend as much time and money on developing a brand in the marketplace as big corporations, but using a consistent voice and professional representation of your company colours and logo on your social media is important to your business identity and image.

Write some guidelines that will help you to promote a consistent image and voice for your company and that will help to consistently promote your professionalism. This is especially important if you plan to have other staff members helping you to maintain your social media pages.

Tips

To create your brand guidelines for your social media pages, ask yourself:

- *What is our brand voice and personality?*
- *What do we stand for and what do we represent?*
- *What is our value proposition and how are we different?*
- *What visual branding elements will we use and how?*



AVOID TOO MUCH OBVIOUS MARKETING

A common mistake mortgage brokers make with social media is to limit their posts to interest rates, promotional updates, special offers and general advertising for their business. If this is all your audience gets from you, they will turn off pretty quickly.

It's true that the occasional offer will get great results providing it is genuinely valuable, and has wide appeal. But the real value of social media is to get you and your business known, to generate trust and drive engagement that consistently returns repeat customers and new leads to your business and website.



Always look for ways to add value.



Avoid constantly posting home loan rate offers and nothing else.

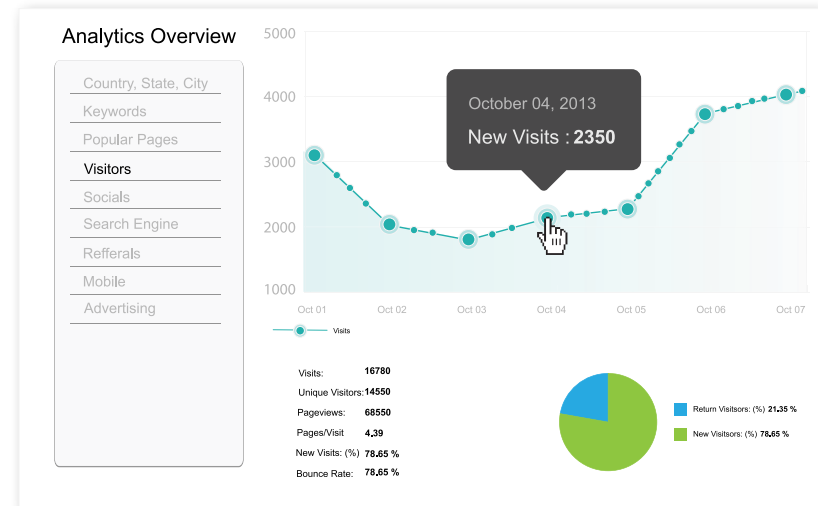


Suggest ways your customers can save money, grab a bargain or make life easier.

TRACK, MEASURE AND QUANTIFY

Each social media site will provide you with ways to track, measure and quantify your efforts. Take the time to learn how to use these effectively and figure out what works for your audience. For example, Facebook provides Page Insights which lets you measure which posts are most successful. This allows you to figure out why your audience likes a particular post, comment or conversation so you can produce similar content in future that will also be successful.

There are also various tools and apps that you can use to measure your efforts. As these are for more advanced users, we won't mention them here but you can find out more online.



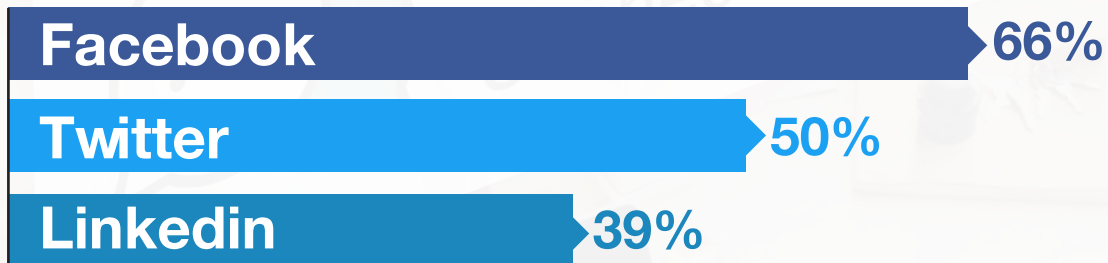
Tips

- Be sure to track the number of leads generated by your various social media pages.
- Keep a good record of how many of these are converted into customers.
- Identify which social media platforms are working best for you so you can devote more time and perhaps some money, on making them work even better.

Platform recommendations for mortgage brokers

That most mortgage brokers are usually very busy, goes without saying. Marketing across all the available social media platforms can take up a lot of your valuable time, for minimal results. We recommend that initially, you limit your social media marketing efforts to the sites that are the most used in Australia, and these are Facebook, LinkedIn and Twitter.

Effectiveness for B2C social media platforms



Source: 2016 B2C Content Marketing Trends – Content Marketing Institute/MarketingProfs



Get help with your baseline content

Connective provides members with a range of My Marketing services to support your marketing efforts. Connective Socialise is a cost-effective service that makes regular posts to your Facebook, LinkedIn and Twitter accounts to provide your baseline content. It's a handy way to make sure your pages never have that 'no one's home' feeling, no matter how busy you are.

For more information about Connective My Marketing and Connective Socialise, contact us today.

Follow us on social media!



GET IN TOUCH