

# *Marketing*



## **Non-Intrusive Referral Program Using Any Social Media Platform**

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Roeser Resources**



## Confluence of People

### Friends & Family

- Family
- Friends
- Acquaintances

### Business

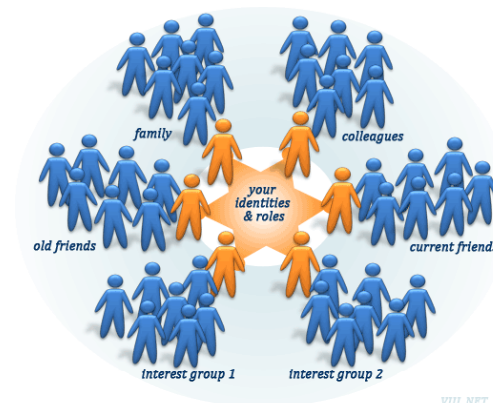
- Clients
- Colleagues
- Vendor
- Competitors

### Civic Organizations

- Rotary
- Chamber of Commerce

### Faith Base

- Church
- Bible Study



# How Each Social Media Platform Differs



- LinkedIn = Business



- Facebook = Friends and Family



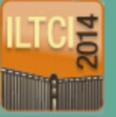
- Twitter = Cocktail Party



- Pinterest = Posting Environment



# Messaging Landscape Has Forever Changed



- Your customers control the important messaging.
- “Inbound” instead of “Outbound.”
- Relationships focused verses product focused.
- Trust a stranger before they would trust a company’s message.

## Not A Place To Pitch

- Not a popularity contest.
- Not a place to broadcast your marketing message.
- Not the quick-fix, perfect-cure, next big thing you must do place.



## A Conversation

- A low-cost way to develop and strengthen relationships.
- A place to define the value you bring to your community.
- A way to stay in peoples' minds and build trust.



# Referral Process Challenge For Sales Person



1. Nervous to request additional info from client at close of sale.
2. Unsuccessful in past referral endeavors.
3. Fear they are asking to much of the client.
4. Lack of technology skills for agent.

# Why Social Media Platforms Work



- 63% of social media users feel consumer ratings are #1.
- 75% of people do not accept advertisement as truth.
- 2/3 of Americans (200) million are on the FTC's Do Not Call List.
- 70% of people believe consumer options.
- 61% of consumers use search engines to read about products before a purchase.

Stats provided by Hubspot and Killer Info Graphics





## Ask For Their Support

- “Do you happen to be on a social network? I survive on referrals. Would you mind posting the copy on the back of my business card on your social networks?”
- When you receive a customer referral, go out to your Facebook page and thank the person who provided that referral out in the open for everyone to see.
- Get clients to “LIKE” your Facebook Page

## Give YOUR Support

- See how you can support your client with a referral.

I recommend Craig Swift as a long term care insurance specialist. He is professional and understands the tax benefits and state credits associated with long term care insurance plans. I purchased long term care insurance to protect my savings and cash flow, you should do the same. [www.craigswift.ltcfp.com](http://www.craigswift.ltcfp.com)



# Pinterest = Online Bulletin Board



## PIN...

- Favorable articles on the product you sell.
- News release about you or your agency.
- Awards and recognition.
- Showcase the people you work for or with.
- Events: seminars, webinars, broadcasting, etc
- Have clients physically write out a testimonials in their own handwriting, you snap a picture and create a board called testimonials.
- Create a "Resources" page
- Create a "Trusted Partners" page



# LinkedIn = Worksite



- Think “virtual resume”
- Help your contacts professionally.
  - Make an introduction?
  - Help them hire?
  - Find a new job?
  - Find new customer?
- Target your referrals by targeting your clients and their place of work.



# Twitter - "Cocktail Party"



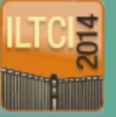
- Tweet useful info
- Be interactive
- Use a signature
- Re-tweet
- Encourage others to follow you

# Key Takeaways



1. Social Media is a new way to market.
2. Social Media is a place to have clients recommend you and your services.
  1. It is a conversation, not a broadcast.

# Your Action Plan



- Create your profile on the social media platforms you plan to be active.
- Learn as much as you can about each network.
- Develop and fine tune your strategy.
- Set a goal for outreach activities.