

Marketing

Social Media: Smart or Smoke and Mirrors?

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ILTCI

15th Annual Intercompany Long Term Care Insurance Conference

Marketing

**Allan Gungormez, V.P. Social
Media, Transamerica**



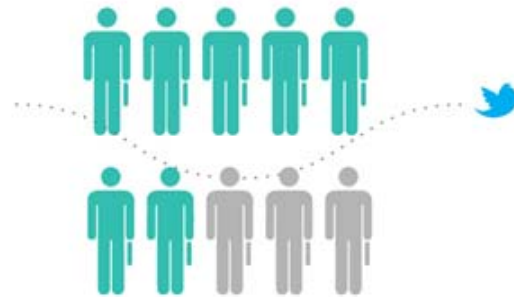
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Advisors | Why You Need To Utilize Social Media



60% of financial advisors have daily contact with clients through social media.



7 in 10 financial advisors are already using social networks for business purposes and this adoption rate will only continue to grow.



54% of financial advisors cite they have found or converted clients using social media channels.

Consumers | They Are Ready To Connect On Social



Nearly 2/3 of mass affluent consumers take action after using social media to discover and consider financial products and services.






Roughly 70% of wealthy investors have reallocated investments or altered relations with investment providers based on content found through social media.



Young millionaires are 3x more likely than older millionaires to select financial advisors from their online content.



Twitter | What Potential Clients Are Saying

 <p>Nic B @HoneyLoveNic</p> <p>Do you have Health and Life Insurance? Check your Priorities.</p> <p>Follow</p>	 <p>Daniel Charlier @dcharlier</p> <p>"You don't buy life insurance for someone to die, you buy life insurance so others can live" Ben Feldman</p> <p>Follow</p>	 <p>msamericanpie @whathevsaid</p> <p>I signed up for life insurance and a 401k plan today. at 21 years old. Lol having a child makes responsibility crash down around you.</p> <p>Follow</p>
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- 43 million more tweets about #Investing
- 2.4k tweets a day about #LifeInsurance (34% y/y growth).
- Financial services is the number 2 topic on Twitter.
- 45% of online US adults who have a twitter account are interested in interacting with financial service firms via Twitter.

Twitter | Having a Professional Profile

- Upload a cover photo and profile image.
- Add a description, location, website, and contact information.
- Put any professional designations such as Life Insurance Agent, or Financial Planner.
- Keep tweets professional but add a human/conversational tone when engaging with users.



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Twitter | Engage & Interact



Favoriting

Another way to engage with a Tweet if you don't want to RT. Favoriting lets the user know that you either like the tweet, or have seen it and are acknowledging.



Re Tweeting

"Sharing" a tweet from another user verbatim. Users can RT your tweets to share to their network.



Mentioning

Whenever a tweet tags another member using the @.



Replying

Responding to someone's tweet, but keeping it in a conversational thread.



Direct Messaging

A private message between two Twitter users. Still restricted to a 140 character limit and can only message someone that you are following who also follows you back.

Twitter | What to be Posting

- Serve as a knowledgeable resource and thought leader for the community.
- Stay up-to-date on the latest news, industry trends, and competitors.
- Consider the 10-4-1 rule of tweeting:
 - 10 tweets shared from influencers.
 - 4 original tweets
 - 1 tweet about your services.
- Four major conversations around:
 - Life insurance
 - 401(k)
 - Saving and spending
 - Life events (buying a new home, getting engaged, having a baby).

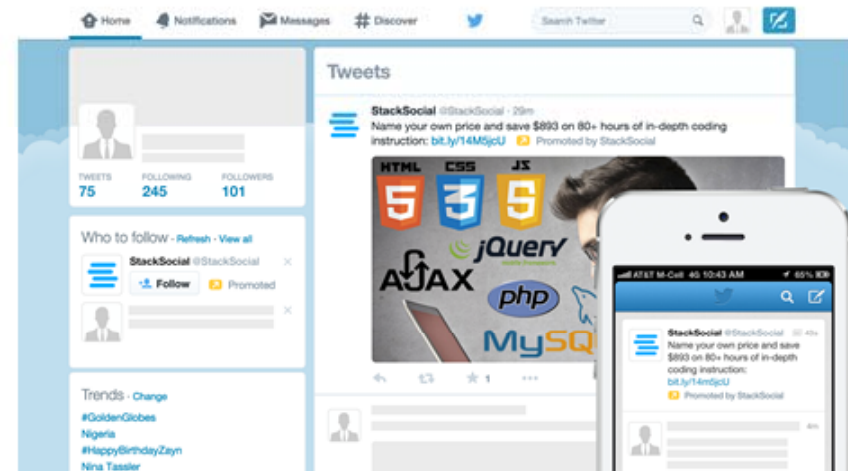


Twitter | How to Find Followers

- Discover and follow prospects and engage with them to start building rapport.
- Find people in your industry and follow them.
- Follow businesses and well-known thought leaders in your industry.
- Follow local businesses, news sources and prominent individuals.
- Most people will follow back accounts that are relevant.
- Utilize the [Advanced Search](#) feature to find new followers.
- Use keywords to help get noticed.

Twitter | Advertising Options

- Promoted Account:** Promoted Accounts enable you to build your follower count faster by getting your account in front of more users who are likely to be interested in your business. You can target users who are interested in topics related to your business or who are similar to the followers of influencers in your industry.
- Promoted Tweet:** Promoted Tweets help spread your Tweets to a larger and more targeted audience to increase more engagement with your content. Your Promoted Tweet will appear in the home timeline of the users you've targeted.



Twitter | If You Only Have 10 Minutes A Day

4

Listen and track conversations around life events and hashtags.

4

Engage with consumers.

2

Post content to your profile.

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Facebook | Why It Should Matter To You

- Facebook is the world's largest social networks of over 500+ million active users. Fastest growing demographic comprising of 35+ year olds.
- Of advisors that use Facebook, the majority of them say they use it to enhance current client relationships.
- Nearly 40% of respondents use information from social media when making investment decisions, and the number jumps to 60% when looking at the next generation of decision-makers. (Marketwired)
- 48% of advisors report using social media to interact with investors on a daily basis.
- 74% of U.S. investment advisors say social media is a useful tool in hiking assets under management, while 50% say they have successfully used social media to convert prospects into clients.

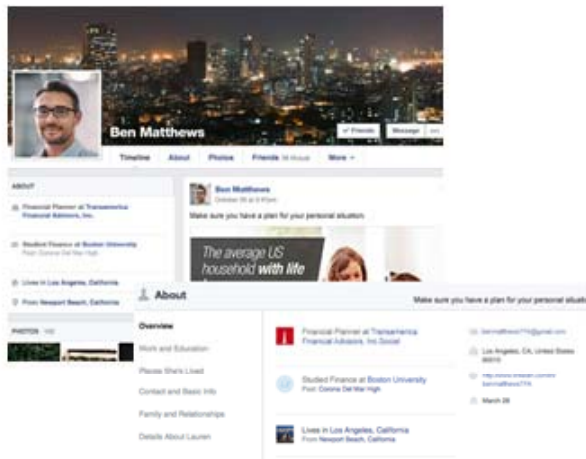
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Facebook | What Should You Be Talking About

- There are 864 million daily users on Facebook. The demographic skews to be more female than male.
- Your connections will most likely be posting major life events such as:
 - New job
 - Relocation
 - Expecting a child
 - Getting married/divorced

Facebook | Profile vs. Business Page

- Personal Profiles are for non-commercial use and portray the personal identity of individual people. Your network consists of “friends” while your page’s network is built up by “fans”.



- Even though Business Pages look similar to Personal Profiles, they offer unique tools for businesses. If people like your Business Page, they will see your updates in their newsfeed. Advertising options are only available to Facebook pages.

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Facebook | Advertising Options

Facebook is one of the best platforms for advertisers, but is only available for business pages. It has the ability to segment an audience. You have the ability to target based on individual:

- Location
- Age
- Interests
- Gender
- Languages
- Education Level
- Relationship Status
- Political Views
- Whether or not they are connected to your page

Facebook | If You Only Have 10 Minutes A Day

4

Respond to any new friend requests, messages, or comments.

2

Share new content or update your status.

4

Listen to your newsfeed for any opportunities to engage with your network.



Best Practices | Compliance

- Please see the TFA Rep Manual for the Social Media Policies and Procedures.
- Use a tool such as Hearsay to find and post compliance approved content.
- Smarsh will archive your social media posts and profile.

Best Practices | Don't Forget

- Watch the time of when you post vs. when you get the most engagement.
- Listen & engage with current and potential customers.
- Be relevant to followers.
- Size matters when it comes to profile image sizes. Make sure your profile is always optimized with any social media changes in sizing.

Best Practices | Posting Content

- Watch the time of when you post vs. when you get the most engagement.
- Listen & engage with current and potential customers.
- Be relevant to followers.
- Share content from financial sites and add commentary about how this could be relevant to people/consumers.
- Post quality articles, images, news articles, and updates in the industry (ie: new 401(k) increase limits) at a consistent rate.

Marketing

**Wendy Rinehart, President,
ClaimJockey**



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WHAT'S THE PURPOSE OF SOCIAL MEDIA?

Engage/being personable with your audience

Brand awareness

Audience Reach Breakdown

- Facebook has 800 million users
- LinkedIn
- Google+ 62 million
- Twitter 100 million

LET'S GET SOCIAL!

Audience Strategy

Types of Posts

Best Times to Post

Tools to Use

How to Grow Your Numbers



LIKE MY PAGE | FACEBOOK – AUDIENCE STRATEGY

Audience Strategy

- Engage with your followers using the 80/20 rule
 - Watch post content to comply with ever changing policy
- Shareworthy Post Examples
 - Relatable articles to your field
 - Funny quotes
 - News
 - Brand Engagement Posts

Marketing

- Ad Campaigns
- Boosting Posts



LET'S CONNECT | LINKEDIN – STRATEGY

Connecting with other businesses and professionals in your field

Creating your authority in your field

Networking to create possible leads



LET'S CONNECT | LINKEDIN – CONTENT

Profile

- Professional Headline/Summary
- Complete Resume

Posts

- Formal & technical
- No Limit*

Commenting

- You wouldn't walk into a room without saying HI or shaking a few hands, would you?

LET'S CONNECT | LINKEDIN – DAILY CHECK UP

Accept connection requests you may have

Send thank you's to new connections

- Click accept
- Click on the SEND A MESSAGE link
- Write your message (Note: the subject can be changed)
- SEND

Send a connect request to at least 3 people/week

SHARE CONTENT

Connect with your connections

TWEET TWEET | TWITTER – STRATEGY

Listen

- Use relevant already in progress conversations

Respond

- Mention and hashtag

Retweet

HASHTAG to start a trend

- Have something special going on for your brand?



ARE YOU IN MY CIRCLE? | GOOGLE+ – STRATEGY

Organic SEO Juice

- Building credibility
- Linking to specific pages
- Confirm all contact is correct and verified

Content

- SEO version of LinkedIn
- Use a scheduler

Actively Grow

- Follow
- Ask for follows
- Ask for reviews



TAKE AWAY TIPS

Facebook

- Quality vs Quantity
- 3 posts per week min | 10 per week max
- Text should be 80 characters or less

LinkedIn

- 2 posts per week | 5 per week max
- The more links, the better

Twitter

- No rules except a limit of 140 characters

G+

- 3 posts per week | 10 per week max
- The more content, the better



Get Social

Marketing

**Allison Bell, Editor,
LifeHealthPro**



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Why I use social media

- LifeHealthPro.com managers expect me to use Twitter, Facebook, LinkedIn and Google+ to promote my articles and LifeHealthPro.com as whole.
- My managers want me to attract clicks and please the big search engines.

My most-clicked tweet link attracted 44 clicks.

Larry Levitt, a health policy celebrity, helped me by retweeting this.



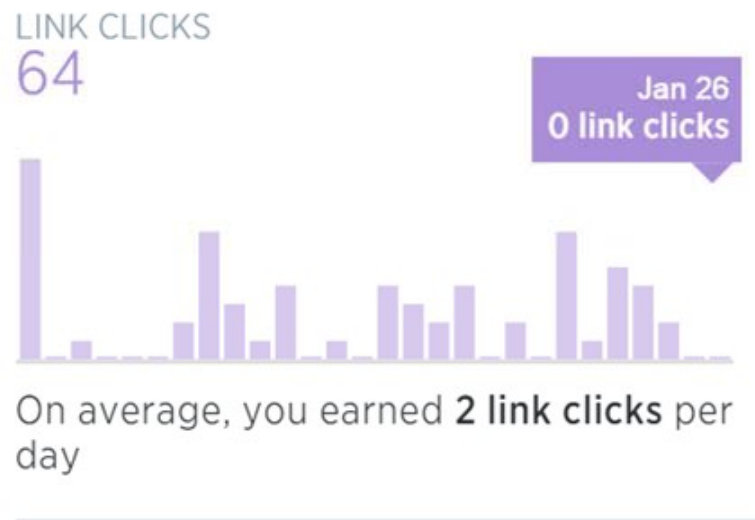
My top tweet with an LTCI-related link attracted 14 clicks.

Two Twitter users with small but loyal follower lists retweeted this.



For me, a 5-click post is a good post.

Many of my tweets get just 1 click -- or no clicks.



Lessons learned:

- Interact with other people.
- Promote other people's posts.
- Seek out other interactive people.

But, for insurers, getting interactivity through compliance may not be easy.

Challenges ...

- Even writing a few tweets per day may take about 3 minutes each. That adds up.
- The number of clicks I get is not that great.
- There isn't a great way to measure the return we get on time spent on social media.

The BIG challenge ...

Speaking up is scary.

- What if I make a typo?
- What if my humor falls flat?
- What if I make people mad?
- What if *I have nothing to say?*



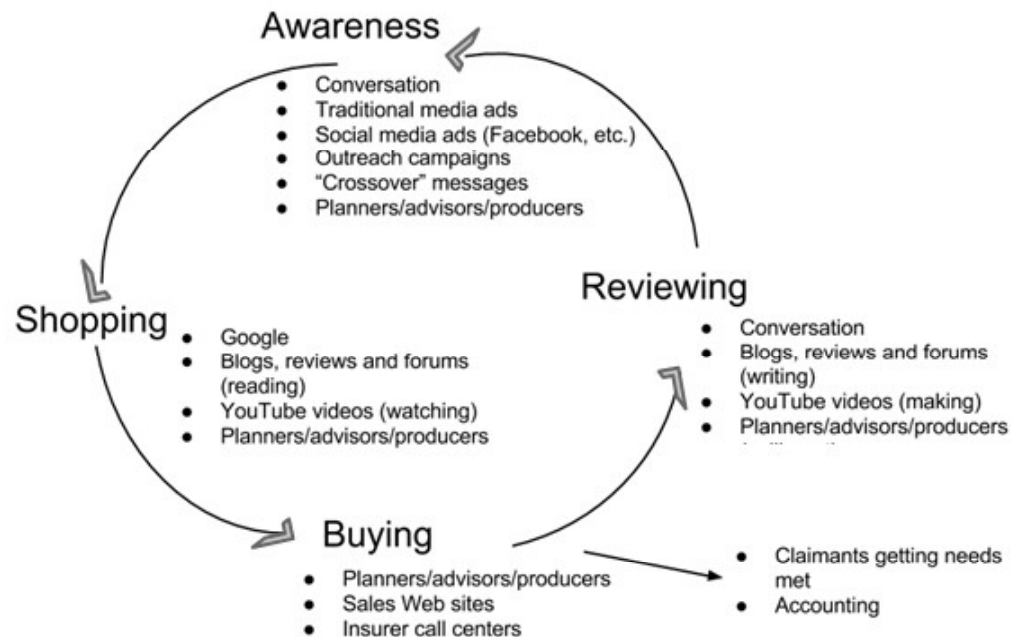
The “social media” are media.

“Media”=The plural of “medium.”

Here, “medium” refers to a “medium of communication.”



Consumer Sales Communications Cycle



To use a medium of communication well, you need:

- Something to say.
- The ability to get your message to the right people.
- An idea of what you'd like the people who get your message to do.

LTCL issuers face a complicated communication challenge.

They want to reach young, healthy consumers who have no reason to think they are unusually likely to need long-term care.



What do LTCl carriers really want to say, and to whom?

- To the healthy: Come on down!
- To high-risk consumers: Plan for the future (with some product other than stand-alone LTCl).
- To policymakers: Love us. Please.

What's a *good* LTCl interaction?

An ad near photos of Sally's baby nieces...



might get much better results than an ad in a forum for caregivers.

LTCl looks OK on Twitter...

Total followers for the first two twitter feeds associated with each search term:

- credit card: 4,105
- auto insurance: 3,625
- long term care insurance: 6,455

LTCl also looks OK on YouTube.

Views, for the first three videos in the search results:

- credit card: 113,303
- auto insurance: 12,573
- long term care insurance: 43,285

But, look at the Facebook likes:

- credit card: 357,158
- auto insurance: 88,655
- retirement account: 1,091
- long term care insurance: 180

Another sign of low LTCL social media consumer reverb?

Google forum posts featuring keyword:

- credit card: 71,900
- auto insurance: 84,000
- long term care insurance: 2,680

Yahoo Groups search results

- credit card: 2,143
- auto insurance: 428
- long term care insurance: 63

Where *I'd* go to get a referral:

The town message board...

Eye Doctor Recommendation

I went to the optometrist on Central Avenue and almost two weeks later my prescription/order has still not yet! That is outrageous. The optometrist at Newport Mall charges too much- \$164 only for an eye exam and recommendations for GOOD, balanced optometric services? Thanks.

Posted on:

Edited by Webmaster on 2/1/15

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Or a members-only e-mail list...

5 Messages Digest

1a [Re: Butcher and Fish Monger](#) by [lmlab](#)

1b [Re: Butcher and Fish Monger](#) by

2a [Re: hair colorist JC](#) by "Christy Sayre" [greenbrook78](#)

3a ~~[Plumber](#)~~ by [tasdemiroz](#)

3b [Re: Plumber](#) by "Jesse Teeters" [jesseteeters](#)

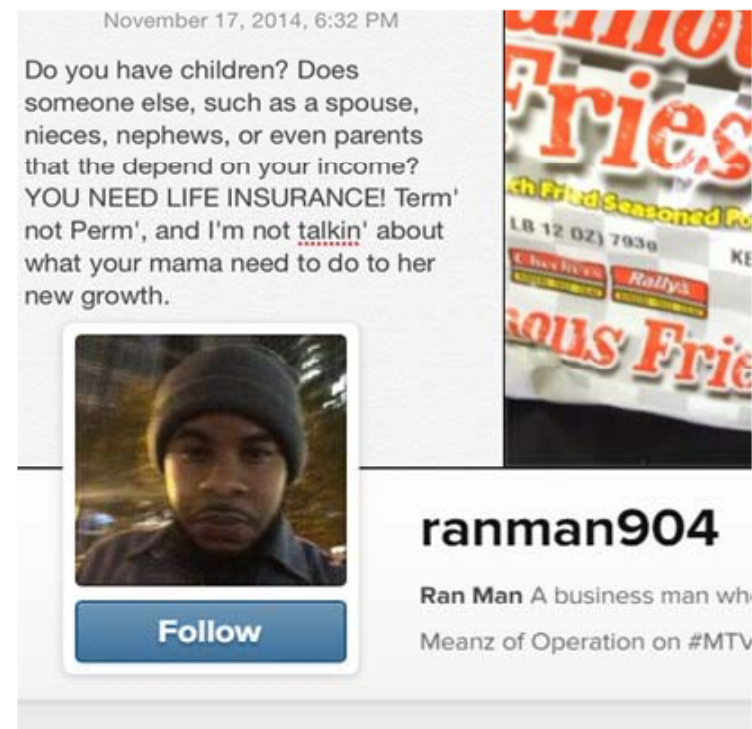
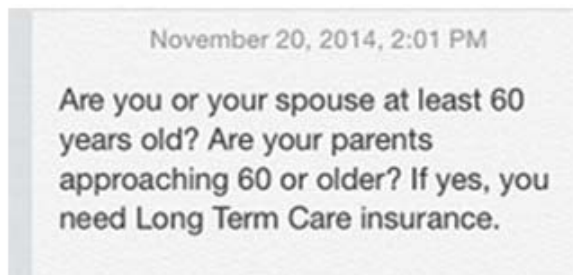
Messages

1a [Re: Butcher and Fish Monger](#)
Mon Dec 22, 2014 6:11 am (PST) . Posted by: [lmlab](#)

Best butcher is Moloney's on Newark Avenue & Central (by courthouse). I just ordered my Christmas dinner.

An LTCI frontier: Instagram

The first Instagram hit for “longtermcareinsurance” is for Ran Man.



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Non-LTCI LTCI topics

- Exercise.
- General retirement planning.
- Retirement travel planning.
- Wedding planning.
- Baby gifts.

Finding something to say.

Many of the people talking about LTCl on social media are worrying about rising premiums and the stability of the market.

What do you tell them?



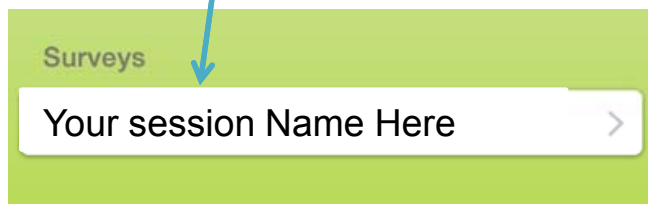
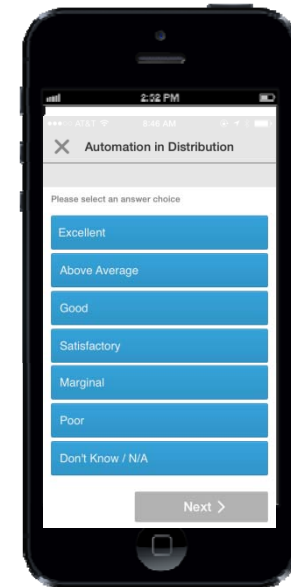
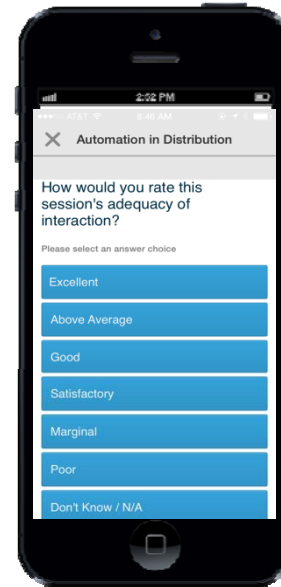
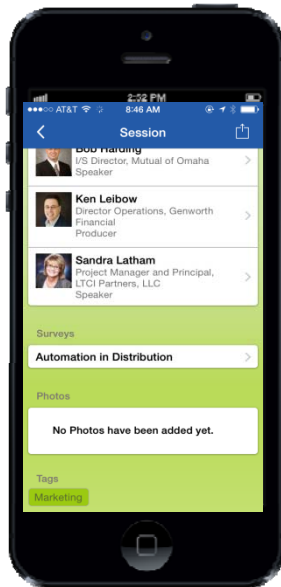
Don't forget to fill out the survey



1st you must have download the ILTCI Mobile App
- Go to your app store; search ILTCI. It's free.



1. Find the session
2. Scroll to the bottom
3. Tap on the session name below the survey



Tap on the answer you wish to submit

Click Next