

OneFamily Adviser

Creating a buzz through social media

With social media becoming part of our everyday lives, using them in your marketing activity could help you reach a wider audience more than traditional communication methods.



It is a great way to create a buzz around your business, connect with potential new clients and to engage customers with relevant content.



You may be thinking that the

**over 50's
age group**

are not actively using social media,

but a recent study shows that

 **47%**

of those aged **55 to 64** are using it regularly.



Making the most of social media is all about driving conversation and engaging with users on all levels.

Let's start by looking at what social media channels you can use.



Facebook



The largest platform with **1.65 billion users**, is Facebook. This has been growing for social and business use and even more so with the over 50's age group.

How can Facebook help grow my business?

Create a Facebook page

Creating a page is a great way to connect with clients. Your page will host content including information about you, relevant posts, photo's, shared articles, polls and more, all with the aim to engage with your clients. It's free and easy to set up, and you can manage it from your smartphone when you're on the go.

Facebook advertising

Get free and paid-for adverts to the right people. You are able to choose the audiences for your adverts; this could be people you already know or targeting specific demographics and locations. It even offers Lookalike Audiences, where you can build a new audience similar to your existing one. Facebook even offers **free online training**.

Measuring results

Facebook insights help you to understand who likes your page, who is visiting and who has engaged with your page and content. It is a great way to improve the way you market to your clients and find out what works best.

Sharing

Facebook is notorious for sharing content. Encourage users to share your content, so they can share your story with their friends. Recommendations are invaluable and who better to trust than your friends.

Facebook advertising options



- Click to website – direct customers straight to your website
- Website conversions – see who visited your website from Facebook
- Target locations – post your ads in a location you are targeting, this could be your local area or a specific region

- Carousel adverts (multiple product adverts)
- Lead adverts
- Page/post engagement

For a detailed step by step look on how to create and manage Facebook advertising, please see our 'Lead generation' guide.



Twitter

Twitter has over **320 million active users** and is another channel where people are sharing hundreds of messages every second.

With the unique 140 character posts, it has the power to share snappy messages to thousands of people around the world. To share your message, you must engage with customers and gain followers.

What can Twitter do for me?

Relevant followers result in advocates and customers

Gaining followers means growing an interested audience that you can engage over time. You can do this by sharing (retweeting) relevant content and using the correct hashtags they are interacting with.

Example tweet:



OneFamily @OneFamilySocial · 4h
Equity release is growing with more than 25,000 new equity plans agreed every year
[#equityrelease](#) [#lifetimemortgage](#) [#finance](#)

You can also set up a followers campaign with Twitter Ads, which can accelerate your follower growth. This promotes your Twitter account to users in places like the 'Who to follow' panel and their 'Home timeline'.

Increase website traffic

People use Twitter to connect with their interests and discover new products. Twitter offers 'Website card' a tool that allows you to grow website traffic, increase online activity and connect with leads.

LinkedIn

How will LinkedIn help me?

Mostly used for business, LinkedIn is a window for connecting with a pool of contacts, including other financial intermediaries and industry professionals. With LinkedIn you are able to:

Create a company page

With all of your experience and details, remember to add a banner ad and company logo.

Attract more followers

Connect with people in the industry and influencers. It is also possible to invest in followers with targeted follow ads that appear throughout LinkedIn.

Engage with your audience



Create and share insightful content, as well as links to your website to drive more traffic.



YouTube

What can YouTube offer me?

You may think how can posting videos be useful for my business? But, as Google owns YouTube and videos rank in search results, it could improve your position in the SERPs (search engine results page) and help increase traffic to your website.

Not only can it make you more visible online, integrating videos on your website will help customers understand a tricky subject. Your clients will appreciate being able to connect with you and find it easier to understand what you can offer them. People find it easier to follow visual imagery and video – so less text and more you!

In summary

Embrace social media

Discover new ways of advertising -

through **Facebook** and **Twitter** to engage with new audiences.

Connect with industry professionals -

and get your voice heard through **LinkedIn**.

Blogging

How can a blog help me?

Bloggers have been growing in popularity over the past few years and over **400 million** are reading billions of blog pages each month.

You can create free blogs using **WordPress** or **Medium**. Writing your own blog gives you a platform to talk about your service, industry comment and increase audience engagement. If you link your blog to your website you will increase your search engine ranking. Because of your topical content and keywords, you will drive more organic traffic to your website.

Increase your search engine ranking -

with video and insightful content, placing you at the top of your clients search using **YouTube** and blogging.

Please remember -

that all marketing material should be fair, clear and not misleading to comply with the Financial Conduct Authority requirements and ensure you continue to treat customers fairly. If you want to know more, just visit



www.fca.org.uk/firms



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