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YOUR EASY WAY TO SUCCESSFUL SELLING WITH SOCIAL MEDIA

FINANCIAL SERVICES AND SOCIAL SELLING: THE BEST WAYS TO GET NEW CLIENTS



Social Selling and Social Media Management
Easy as 1-2-3

TABLE OF CONTENTS

1. Cover Page
2. ToC
3. About The Author
4. Social Selling on Facebook for Financial Services Providers
5. Social Selling on LinkedIn for Financial Service Providers
6. Customers in 30 Days: Generating Online Leads as a Financial Service Provider
7. The Ultimate Social Media Cheat Sheet for Professional Financial Service Providers in 2019

ABOUT THE AUTHOR



Let SocialSellinator's dedicated team of experts in social selling, marketing and digital media manage your accounts.

Our proven strategies and systematic approach to social selling drives business and engagement for you - every day!

Get in touch today and let us develop a social media plan that's tailored to your needs!

SOCIAL SELLING ON FACEBOOK FOR FINANCIAL SERVICES PROVIDERS



Social selling on Facebook gives you plenty of opportunities for business growth.

First and foremost, it helps you build or improve your brand recognition. It enables you to extend your reach to generate more leads and conversions.

Most importantly, it helps you forge meaningful relationships that lead to customer loyalty. After all, that's what social selling is all about — directly interacting with prospects and providing real value.

Those in the financial services industry can experience great benefits from social selling on Facebook. Read on to find out why this platform is ideal for social selling and how you can harness its power as a financial services provider.

Understanding the massive potential of Facebook



According to Statista, Facebook counts more than 2.45 billion monthly active users as of the third quarter of 2019. During that time, the dominant social platform reported nearly 1.62 billion daily active users.

Due to the sheer size of the audience, it's only logical to direct some of your efforts toward this colossal platform.

However, due to various Facebook algorithm changes, it has become challenging for businesses. It now prioritizes personal posts that inspire meaningful interactions over pages and public content, including posts from companies.

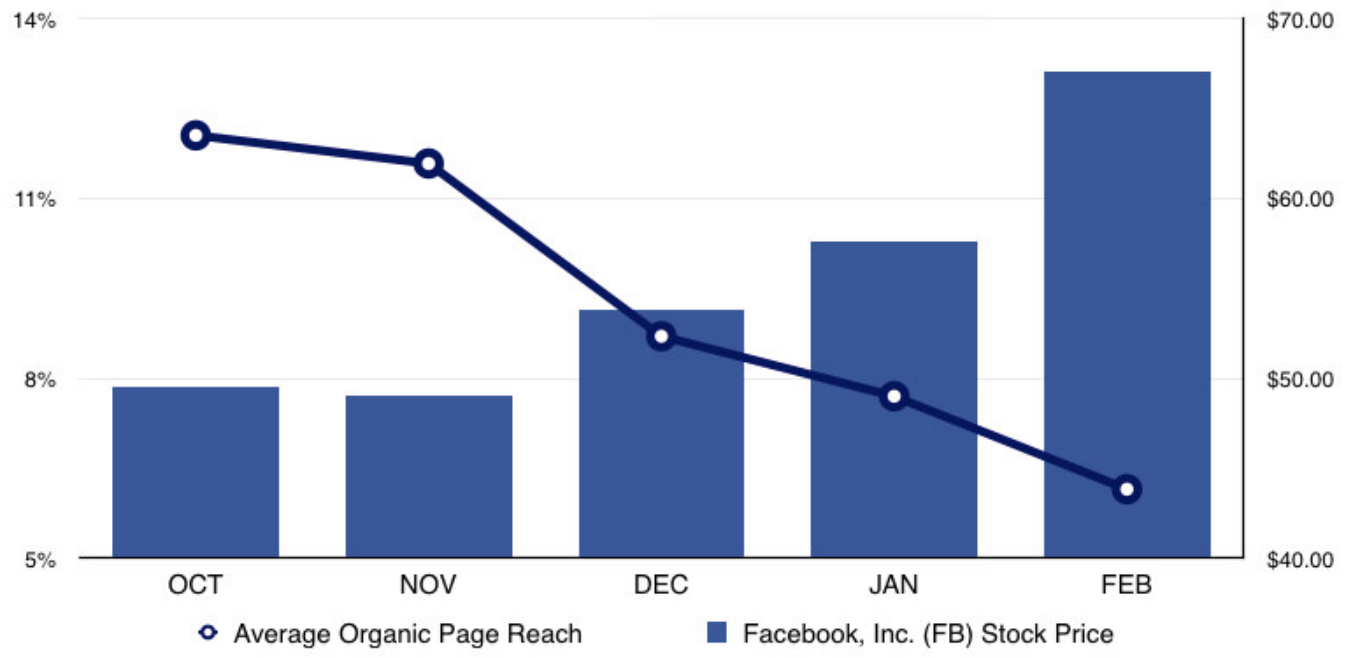
So, how can you cut through the noise and take advantage of Facebook's massive potential? The answer lies in social selling.

Why Facebook is the perfect platform for social selling

You don't see as many business pages on the news feed as you used to. Because of those algorithm changes, it's tough for businesses to extend their organic reach on the platform.

This isn't something new, though.

Facebook has been doing it for a while now. A famous chart from 2014 by Convince & Convert shows how Facebook's stock price goes up with the decline of organic page reach.



But this doesn't mean it's the end of the road for businesses that want to sell on Facebook. Since the platform now prioritizes personal posts that spark conversations, it opens the door for social selling.

You can sell your financial services offerings by having sales reps interact directly with your target audience. You can and should still maintain your business page. But your sales reps can now make a more significant difference from their personal Facebook profiles.

Techniques suited for Facebook



Your social sellers should be as subtle as possible when trying to sell on Facebook. They should avoid being overly self-promotional and not merely drop links and be done with it.

Here are the top actionable techniques they should focus on.

1. Communication through a company page

You already know that responding to all comments on your company page goes a long way. But including your team in the process can take customer relationships to a whole new level.

Interacting with someone from your team will give your prospects the peace of mind they're looking for when they need a solution to a problem. People simply trust other people more than they believe stock responses from company pages.

Your sales reps shouldn't do your community managers' job, of course. But if they collaborate and sync their efforts, they will build fantastic customer relationships together.

2. Content promotion

Promoting your content is one of the most straightforward techniques your sales team can apply. They can share your blog posts, company announcements, and various news regarding your industry and niche.

The key is to raise more awareness and increase visibility. Your company page may count plenty of followers, but combined, your sales team can potentially reach an even larger audience.

Just remember that they will have more organic reach than your business page.

Speaking of content, you can't expect to capture many leads if you don't compel people to click on your posts. Crafting engaging headlines and a call to action are two of the essential copywriting tips to keep in mind when you're looking to secure more clicks and engagement.

3. Research and testing

Facebook is fantastic for learning more about your target audience, prospects, leads, and competitors. Why? Because all of them are on Facebook.

You can see what other financial service providers are up to and how their sales reps are engaging their prospects.

That way, you can test their strategies yourself to see what works and what doesn't.

You can also utilize various social media monitoring tools to gain an insight into what people are saying about your business.

Furthermore, you can learn more about anyone contacting you for your financial services. That is if they have a public profile that you can explore to see if they match your ideal customer persona.

4. Industry-related Facebook groups

Industry-related Facebook groups are excellent for social selling. A lot of people turn to Facebook groups to find a solution for their different pain points. Your team of social sellers can be there to provide a helping hand whenever a prospect or customer needs it.

Again, it's vital not to promote your business shamelessly. Advise your sales reps not to drop links, but rather engage in helpful, meaningful conversations. They can add relevant and useful links only after answering a question providing a proper solution. Help and add value - don't sell.

Almost every Facebook group has strict rules regarding the use of promotion and links, so make sure your sales reps read them beforehand.

Regularly posting on Facebook from your company page will improve your brand recognition. You need to publish fresh content to keep engaging your followers consistently.

However, your social sellers can make a much more significant impact by participating in various conversations with your followers.

With useful tips, recommendations, actionable advice, and more, they can provide excellent customer service. That way, they offer real value and exceed your customers' expectations. Before you know it, people will associate your business with unparalleled service and great value.

6. Building loyalty

Turning prospects into loyal customers is one of the top goals of every business. Whether you run a bank, issue credit cards, or offer insurance, you want your customers to keep coming back.

Social selling on Facebook is one of the best ways to achieve that goal. Your social sellers can establish regular communication on the platform, nurturing every lead and client, and inspiring their loyalty.

The don'ts of social selling on Facebook



Now that you know what to do to harness the power of social selling on Facebook, it's time to learn about the pitfalls you must avoid.

In a nutshell: Facebook is not for hard selling. If you do it, you will only push away your prospects.

Although people want to interact with brands on Facebook and other social media, they don't respond well to an in-your-face approach.

Being subtle and authentic will go a long way, so leave your hard-selling techniques for your off-platform efforts.

Avoid hard-selling even when someone shows interest in your products or services on the platform. Instead, suggest taking the conversation to email or phone, where you can deploy proper lead generation and selling techniques.

Spamming your followers is also a huge no-no. No one likes their news feed overflowing with excessive posts from brands. If you post too frequently or, God forbid, spam your followers with messages and comments, you know what you would accomplish? You'll successfully lose followers.

If you don't want people to unfollow you, don't be an annoying spammer.

Unfortunately, there will always be trolls on social media, especially on Facebook. You can't avoid them sometimes, and you usually can't beat them, but you can certainly ignore them. And ignoring them, you should.

Their mission is to create discord in an online community by posting off-topic comments and starting heated discussions. If you dignify them with a response, you would only give them more reason to continue their trolling. You don't want to get inside that bottomless pit and hurt your reputation.

So, don't feed them. Don't give them the pleasure of getting the attention they seek by addressing them in any way. Starve them and focus on building your friendly community. Don't try to reason with an unreasonable person.

Engaging with your Facebook followers is vital for building strong and meaningful relationships. After all, Facebook is a social network that brings people together.

Make sure your team members are always friendly, helpful, and personable. They should be storytellers that compel people to engage in conversations about your brand. They should encourage discussions, create polls and surveys, and ask for user-generated content.

Being highly responsive to comments and messages is also vital for increasing engagement. It helps humanize a brand and inspires loyalty and brand advocacy.

Taking it one step at a time

Social selling on Facebook can provide your business with excellent benefits. The platform prioritizes relationships and meaningful conversations over business pages. That's why your sales reps can do wonders for your Facebook marketing strategy.

Your lead generation, direct sales, and ROI may not blow up as quickly as you may want. But if you consistently follow all these tips, you'll be on the right path to success.

SOCIAL SELLING ON LINKEDIN FOR FINANCIAL SERVICE PROVIDERS



Financial service providers are often required to pursue big lucrative contracts. Everything revolves around the internet today.

That's why using social media platforms is the best way to keep your clients satisfied. It's also an excellent way to beat your competitors.

Over 80% of financial advisors are already using all the potential of social media for their business. So, it's safe to say that you need a social media approach.

If you're a financial service provider looking for good companies, you can find out about them by embracing LinkedIn. There are also many other great benefits of social selling on LinkedIn for financial service providers.

LinkedIn is the most prominent business social platform out there

LinkedIn continues to be the biggest business social platform, entirely focused on business. It's evolving into a content platform.

This shift allows financial professionals to avail themselves of many venues and tools on LinkedIn. They can now promote their brands, both indirectly and directly.

Social selling on LinkedIn offers several benefits to financial service providers, such as:

- An abundant source of secure new clients – LinkedIn enhances profiles with clients
- More effective and faster client engagement – get your message to clients in a much quicker and effective way
- Landing new opportunities by leveraging connections – LinkedIn provides important updates from potential prospects
- Identify high-net-worth professionals – the majority of these professionals use LinkedIn
- Build relationships with prospects – LinkedIn allows you to provide timely, useful updates in your niche
- Stay on top of trends in your industry – get the latest news from your industry

Sure, LinkedIn isn't a direct source of revenue. But it can help you make significant adjustments to your business strategy.

Understanding LinkedIn etiquette



LinkedIn has one simple goal – to help you develop a strategy that allows your business to maximize the effect of financial social media. It helps you:

- Develop your brand to promote your financial services
- Build brand awareness to attract the target audience
- Make the most of your marketing campaigns
- Build a sense of authority in your business niche
- Build your reputation as a leading professional in your industry

LinkedIn allows businesses to target campaigns. It provides all the necessary tools these institutions need to reach their target audience.

The key factor of success for financial service providers is building thought leadership. LinkedIn can help by allowing you to show your expertise, thus elevating your brand.

Finding the right target audience

There's no denying that businesses that manage to harness the potential of social media get a chance to drive more revenue. LinkedIn also helps you establish a meaningful, long-lasting relationship with your audience.

That's why LinkedIn is the best social media platform for social selling for financial service providers. It allows these professionals to focus on the right prospects. It gives them useful insights to build trusted relationships.

So how does LinkedIn help financial professionals find the right audience?

The platform allows you to put in place a professional context to target a quality audience. This helps narrow their market efforts down. You can discern between executives, decision-makers, influencers, and act on new opportunities.

LinkedIn allows these professionals to customize targeting with their audience data. They can then nurture interested contacts, leads, and prospects. Finally, LinkedIn allows people to build ideal financial personas by combining targeting criteria.

Individual profile vs. Business page

The individual profile on LinkedIn allows people to connect on a personal level online. A business page is something entirely else – it provides followers rather than plain connections. A business page on LinkedIn allows prospects to find businesses because of the services/products they offer.

According to LinkedIn research, there's a 50% higher chance that prospects will buy from a brand with a business page. And 80% of LinkedIn members are looking to connect with companies.

Here are some of the benefits a business page can provide to financial service providers:

- Increase your brand visibility by including logos and images
- Share videos to improve client engagement
- Highlight individual financial services and brands
- Keep your audience engaged by providing updates and relevant content
- Interlink to other professionals and loyal clients
- Spread your authority across all available social media channels
- Drive more traffic to your page by building a following

Tools to help with LinkedIn selling



LinkedIn went quite a length to make it easier for businesses to achieve their business goals. The network provides many, extremely practical tools for businesses.

Many features are constantly adapting to the evolving and increasing needs of users. That way, financial professionals can save time and money while still getting good results.

IFTTT

Every online action a business takes on social media matters. These actions can have a positive impact on your brand across all social media channels. Doing it by hand would take a tremendous amount of time, effort, and resources. That's why you can use IFTTT to allow automation work for you.

This tool automatically causes things to happen simultaneously on all connected platforms. Whether it's posting, sharing, or hash-tagging, IFTTT makes cross-platform selling a breeze.

LinkedIn sales navigators

LSN works in a straightforward way – it allows you to find and target the right audience. You can understand their needs, keep track of changes, and engage your prospects. It's a tool that allows you to:

- Target the right audience
- Understand key insights
- Engage with clients to achieve personalized outreach
- Create efficient sales processes

LinkedIn sales navigator includes several features, such as:

- Lead recommendations
- Real-time updates on your clients and prospects
- Advanced search filter for finding the right companies and leads for you

Detective

Detective is a training platform for software adoption. It helps reduce the time it takes to train your employees. It does so by increasing the adoption of the latest industry-related software.

Detective can help with CRM, knowledgebase, sales enablement, or salesforce software training.

Nimble

Nimble is perhaps the most useful tool for customer relationship management. It helps manage your pipeline and contacts, but it also offers one advantage. You can gather data on your potential prospects and clients from various sources. These include emails, cross-platform social interactions, and contact lists.

Nimble helps you reach out to each prospect in a personalized way. You can provide an exceptional user experience. It helps make the most out of every lead you generate.

Adapting the social selling approach to LinkedIn

LinkedIn provides connections to a vast pool of potential prospects around the globe. You can use it to establish strategic partnerships, build brand awareness, or generate leads. However, there are a lot more uses.

If you use LinkedIn for social selling, you can engage your audience and grow your business like never before. The process of adaptation includes some crucial steps:

- Create a complete, professional LinkedIn profile with a professional headshot
- Make your profile client-centric
- Request recommendations to provide social proof of your services
- Use high-value content to build trust, credibility, and authority
- Regularly update your popular content to keep it relevant
- Republish articles
- Connect with other professionals, clients, and colleagues
- Join LinkedIn groups related to your line of work
- Find more prospects using the advanced search feature
- Ask for warm introductions and referrals
- Engage with influencers
- Engage your new contacts

Conclusion

LinkedIn is all about consistency, patience, and professionalism. It's a social media platform dedicated to helping businesses thrive in their industries. It does so by providing everything necessary for these organizations to achieve success.

Things move fast in this modern world. Technology has the last say in pretty much everything we do. Mastering LinkedIn social selling techniques can seem a bit overwhelming. However, it isn't that hard if you focus on one thing at a time.

This article helps you master each of these social selling steps. That way, you can generate a highly predictable and easily controllable stream of new clients. Harness the power of LinkedIn to beat your competition!

SOCIAL SELLING ON LINKEDIN FOR FINANCIAL SERVICE PROVIDERS



1. Ensure your social profiles are pristine

As a financial service provider, your social media profiles have to be impeccable to look as professional as possible. Make sure your social profiles contain only information relevant to your business. Include as many details about your services as possible to make sure your clients understand your line of work

2. Educate and profit

As a service provider of any kind, the more you inform your clients about the services you provide, the higher the chances of making a profit. Make an effort to educate your target audience on your niche and how your services can help solve real-life problems.

3. Interactive content

Keep sharing and resharing your interactive content on social media. Your target audience grows with each passing day, and there will be new users who haven't had the chance to use your content. Include calls-to-action to increase lead capturing and conversion rates. Content is the best way to attract ideal consumers.

4. Social media ads

Social media ads give you the leverage you can use to your advantage to generate more leads. Use them to provide each client with a personalized customer experience and encourage them to engage with your brand. Customize your ads to match your brand message so that each client gets individualized treatment.

5. Engage with fans

Social media platforms are an excellent way to engage with clients. You can ask for their testimonials, respond to comments, and ask for feedback. Responding to every interaction you receive is the best way to improve client engagement. Choose the most interesting comments to attract more leads.

6. Use analytics and metrics

Every social media platform has specific metrics, analytics, and other similar tools. These allow you to keep track of your efforts and see how your actions pay off. Use them to improve your lead generation strategy and improve your actions to match your lead generation strategy in full.

7. Gated content

Gated content is one of the best ways to generate online leads. Gated material provides all necessary information to potential prospects. This way you can attract and convert them into the highest quality leads.

Use podcasts, demos, case studies, and videos to grab their attention and follow them through each phase of the customer journey.

8. Live shows and webinars

Professional events like webinars and live shows allow you to promote your services. They are the quickest way to establish brand trust and credibility. You only need to invite your clients to subscribe. You can use subscriptions to generate high-quality leads and reach a broader target audience.

Webinars and live shows allow you to raise online exposure and brand awareness to build a relationship with your clients.

9. Engage in dialogues

Engaging in a dialogue gives a personalized feel to each interaction. It's what modern consumers appreciate. They tend to trust brands that are prone to engaging in all sorts of communication with their consumers.

Dialogs allow you to further educate your prospects on things like your services, business, industry news, etc.

10. Be part of relevant social media communities and groups



Social media communities help you build brand awareness. You can also widen your audience and enhance engagement. Use these groups and communities to target clients with sponsored posts and share engaging content.

11. Make use of video content

In the world of internet and visuals, video is the undisputed king of all content. Video marketing is the most effective tool for generating high-quality leads online. It helps you drive more traffic to your website.

Add video content to your landing page to increase conversion and seal the deal with a clear call to action to lead your clients in the right way.

12. Make use of the right #hashtags

Research the trending hashtags in your industry to make your posts more discoverable. Hashtags help people find relevant posts with ease. At the same time, you can use these hashtags to reach a wider audience.

Help your clients discover your posts on a specific topic and use that traffic to generate leads.

13. Special offers to reward loyalty

Loyal clients are the best marketing tool you can use to generate more leads. Nothing speaks volumes about your services, like satisfied clients. Create special offers to reward loyalty.

These offers can be pretty much anything from freebies to discounts. Feature the most loyal clients on your social media to show how effective your services are.

14. Friend referrals

Nothing generates quality leads like good referrals. You can use them to invite your clients to relevant events and share your content with them.

Choose the most relevant information about your services. You can then share it with potential prospects to create in-person, personalized interaction.

15. Social listening

If you want to inspire action from your audience, use social listening to create a lead-generating campaign. It will help you ensure that your message gets to the right pair of ears.

You'll understand the needs and wants of your target audience, as well as their pain points and how to help them.

16. Network with industry experts

Connecting with the leading experts in your industry has many benefits. Impressing your clients is the greatest one.

It's an effective way to build trust while demonstrating your expertise at the same time. Industry experts allow you to deepen your knowledge of your niche.

17. Use social media for customer support

Social media platforms help you grow a business by providing the means to listen to your clients. You also get to market your services and boost brand awareness.

That aside, you can improve your customer support by providing quick replies to their inquiries. Be sure to also offer service on demand, resolve problems, and provide 24/7 support.

18. Build your email lists through social media

Building up your email list is one of the most effective ways to grow a base of loyal clients for your business. And social media is an excellent place to do it.

You can link up your newsletter in specific platforms, write compelling posts, use Instagram's DMs. You can host a live show on Facebook, use LinkedIn and Facebook Groups or YouTube cards, and more.

19. Find lookalike audiences

Finding lookalike audiences on social media platforms is an excellent way to generate more leads. You do this by reaching a broader target audience. It's also an effective way to build partnership opportunities. You can improve your SEO ranking and build a meaningful relationship with your existing clients.

Use these lookalike audiences to improve engagement and raise brand exposure and awareness.

20. Track popular subject matter



Tracking popular subject matter is an excellent strategy. It allows you to keep your clients engaged, convert prospects into loyal consumers, and increase your lead generation.

Your clients are looking for meaningful connections with your brand. They should see you as an authority in your industry. Share an in-depth, up-to-date subject matter, and keep your clients informed.

21. Use external tools for better results

Building strong relationships with your clients is the foundation of your business. Keeping your clients satisfied is your top priority. External lead generation tools allow you to do better across all social media channels. The more you do, the higher the chances to establish a steady flow of leads.

Here's the list of the best tools:

- Hunter
- LinkedIn SalesNavigator
- NetHunt CRM
- Tend
- Intercom
- NinjaOutreach

22. Promote yourself as a personal brand

Building a personal brand allows you to develop a personality that clients can identify with. This helps you get new prospects and improve engagement. You'll also build long-lasting relationships with the existing audience. That's how you'll source social proof of your services and identify new opportunities.

Expanding to new markets is a fantastic way to generate more leads.

23. Funnel tactics

Lead funnels allow you to make a connection with your potential prospects by converting them to leads after they land on your page. Effective funnel tactics make sure your lead funnels are effective. These tactics drive quality traffic to your landing page. They also optimize communication for all devices, improve conversion rates, and nurture your leads.

24. Contests

Well-organized contests help provide plenty of qualified leads as most prospects love the notion of a reward that follows. Offer prizes with real value to potential clients to grab their attention. The whole point of contests is to give an equal chance to everyone to feel like a winner.

25. Guest speakers and content writers

Content writers can help you improve your content and SEO. Guest speakers provide social proof of your services. You can increase the amount of traffic by using both. Using these tools is also a great way to improve brand online visibility and brand building.

26. Chatbots

Chatbots have revolutionized the way brands interact with their target audiences. They allow a brand to create a marketing strategy focused on the client, and all their needs and pain points. You can use chatbots on your website, Facebook, Instagram, email list, and any other channel.

27. Promote real-world events

Real-world events are an excellent way to promote your business, brand, and expertise. They also help improve SEO ranking and raise brand visibility while keeping your target audience engaged. Use these events to gather subscriptions to widen your target audience.

28. Retargeting

Nothing improves lead generation like retargeting. This is especially true for financial service providers. Retargeting helps drive more traffic that you can convert to qualified leads. It's essential to focus your efforts on your business and industry.

Use different techniques to increase channel volume and set your budget accordingly.

29. Geo-targeting

Geo-targeting doesn't only help with lead generation but conversion as well. Each online visitor who lands on your page will get the most relevant information about your services, specific to their location.

Match your services to a specific location. You can run several campaigns in different locations to improve the quality of your leads.

30. Consistent effort

Whatever you do, consistency is the key. Being consistent means keeping your clients engaged in any way you can. Provide the most relevant content about your business and industry, share fresh news and content. Consistency helps reach broader audiences and expand to new markets.

THE ULTIMATE SOCIAL MEDIA CHEAT SHEET FOR PROFESSIONAL FINANCIAL SERVICE PROVIDERS IN 2019



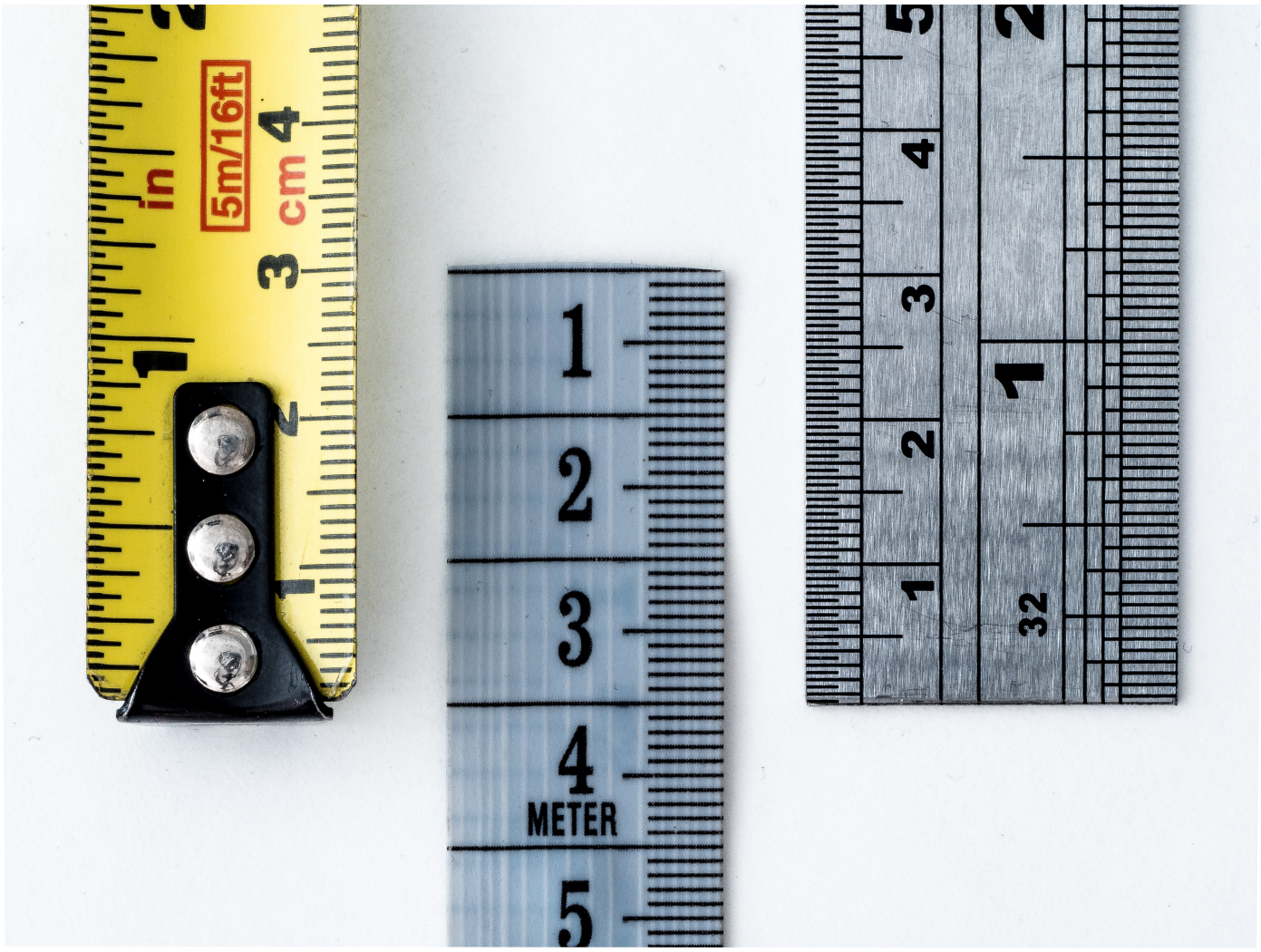
It may sound like an outdated joke, but it's true nonetheless — if your business isn't on social media, it's almost as if it doesn't exist. Over 40% of Internet users look up companies on social networks, and the reasoning behind this is simple. Social networks allow them to get to know a business, establish a relationship with it, and start trusting it.

As a financial services provider, you're aware of how important it is for your customers to trust you. So, if you're to build a pool of loyal customers, you need to invest in establishing a strong social media presence.

It all starts with understanding social media networks themselves, specifically Facebook and LinkedIn. These are the most popular networks for businesses.

Let's take a look at this cheat sheet that will allow you to enhance your presence on these social networks.

Image Sizes for Social Media Platforms



What's the first thing that your leads will notice on your social media accounts? Dedication to your work? Your professionalism? Your time-management skills? No. The answer's much simpler than that. It's your images. Your profile picture, cover photo, the image of the last article that you've shared.

You have to make those images count.

Each social media network will have its guidelines for the best image quality and size. It's best to adhere to those guidelines if you want to see the results.

Facebook

To improve your social selling on Facebook, you have to make your entire profile page look professional and uniform. And you should start with the pictures.

You can share a variety of different images on this social network, and the purpose of the image will determine its ideal size and quality. Paying attention to this will ensure that all photos are perfect when viewed from different devices.

Here are the image guidelines that will ensure your Facebook profile is picture-perfect:

- Profile image: 180 x 180 pixels
- Cover image: 820 x 312 (and no less than 400 x 150)
- Timeline image: 1200 x 630 (no less than 600 x 315)
- Shared post image: 1200 x 630
- Preview image of a shared link: 1200 x 628
- Event cover photo: 1920 x 1080
- Highlighted image: 1200 x 717

If you don’t adhere to these guidelines, your images can easily be distorted. Smaller images will be stretched to fit, while larger images will be cropped. It will hurt the image quality and on your overall appearance on Facebook.

For best results, use a higher resolution for larger images and upload either in .JPG or .PNG format.

LinkedIn

LinkedIn is among the most extensive professional networks out there, boasting over 610 million users. Since the competition here is harsh, you need to do everything in your power to enhance your LinkedIn profile.

Financial service providers can greatly benefit from following the LinkedIn picture guidelines:

- Profile image: 400 x 400 pixels or larger (photo files of up to 8MB are accepted)
- Cover image: 1584 x 396
- Company cover image: 1536 x 768
- Company logo image: 300 x 300
- Square logo: 60 x 60
- Company page banner image: 646 x 200
- Preview image of a shared link: 180 x 110
- Shared image: 350
- Blog post link image: 1200 x 628

LinkedIn crops photos differently on different devices. Check how everything looks on both mobile devices and computer screens before you finalize the changes.

Etiquette on Social Media



While every social network has some community guidelines, there are no written rules on social media etiquette. Even so, businesses should still pay attention to some do's and don'ts of Facebook and LinkedIn.

Facebook

To present yourself as the leader of your niche, you should follow the basic rules of Facebook etiquette:

- Don't spam!

A few Facebook posts a day can work wonders for reaching wider audiences, but avoid spamming at all costs. No one wants their news feed filled with posts from a single company or person. Remember, quality over quantity.

As long as your content has value, your audience will take notice.

- Do have a posting schedule

Inactivity is always a sign of disinterest. If you don't want to commit to your own Facebook page, why should others? Keep a posting schedule, and stick to it. You can always hire someone who can keep your page updated and provide meaningful content on a regularly.

- Don't be over promotional

You will promote yourself and your financial services by engaging with your audience, answering questions, replying to comments, and more. There's no need to update your status and promote your services regularly.

- Do keep it lighthearted

Facebook is a social network, after all, and its users primarily want to enjoy their time on it. Be a bit more casual on your Facebook business page, but stay true to your brand image.

LinkedIn

LinkedIn tends to be a bit more professional network, and its tone is slightly more serious. These are some of the unwritten LinkedIn etiquette rules:

- Don't lock your profile

The whole point of having a business social media account is connecting with others. You can easily remove the connections that you do not wish to have, but otherwise, keep everything public. Your posts, pictures, and business information should be available to everyone.

- Do personalize your messages

If you want your connection requests to be accepted, and your messages to be appreciated, personalize them. This will make your business stand out from all the other spammy requests and messages.

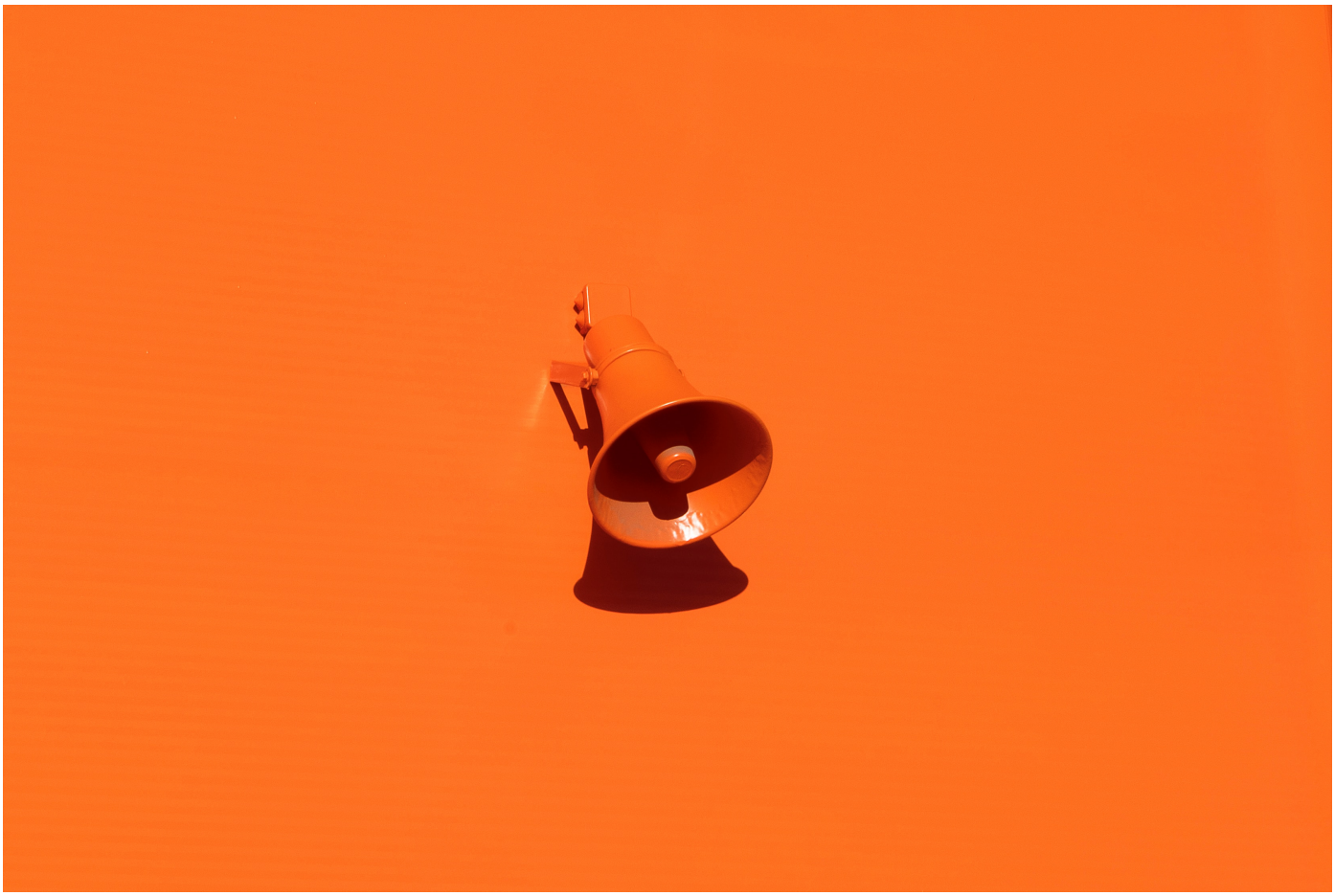
- Don’t send irrelevant information

Whenever you get in contact with your audience on LinkedIn, be sure to keep your messages as relevant to them as possible. Otherwise, the messages will appear spammy, and your account will be blocked.

- Do respond to comments

Promptly responding to comments (and messages) is the best way to build relationships with your connections. Be professional and polite, even if the comments are negative.

Paid Advertising Options



Paid advertising is an excellent way for a financial services provider to reach a wider audience. Even a small investment in paid ads can work wonders for enhancing your business performance.

Facebook

Facebook has astonishing targeting options that allow you to reach exactly the type of people that you need. The following are your best choices for targeted Facebook ads:

- Image ads
- Video ads
- Slideshow ads
- Carousel ads
- Messenger ads
- Stories ads
- Dynamic ads

Don’t forget to track your ad performance and ensure that your marketing is effective.

LinkedIn

LinkedIn paid advertisements come in a few different formats as well. The best types of paid ads for financial services providers include:

- Lead Generation forms
- Dynamic ads
- Sponsored content
- Sponsored InMail
- Direct sponsored content

The social network has surprisingly good targeting capabilities that can enhance your marketing strategy.

Useful Tools to Help Remain on Top of Things



There are many tools available at your disposal that can help you improve your social media presence. You don't have to be an expert in social media marketing to take advantage of them.

Facebook

Some of the best tools that you can use to improve your Facebook page are:

- Agora Pulse

It's a comprehensive tool that gives you an overview of your page activity and helps you schedule your posts and campaigns.

- Pagemodo

Ideal tool for developing customized tabs, designing cover photos, creating lead generation contests, and more.

- Canva

Used for improving the visual aspect of your Facebook, Canva can help you perfect images for your Facebook ads, posts or banners.

LinkedIn

There's a wide variety of third-party LinkedIn tools that you can take advantage of as a financial services provider.

- Crystal

Used to collect and analyze data about your audience. You can use it to find out more about your audience's preferences, likes, and dislikes. That information can help you enhance your marketing campaigns.

- Dux-Soup

This tool allows you to gather information about the profiles you visit on LinkedIn. The collected contact information, email addresses, and more will be compiled into a .CSV file, which you can take advantage of later.

- Nimble

Nimble is a Customer Relationship Management (CRM) tool. It will help you nurture the relationship with your contacts and ensure that your engagement levels are unmatched.

General Tools

If you're more interested in finding general tools that will help you manage all of your social media, these can be of use to you:

- Buffer

Buffer is among the most popular tools for scheduling social media posts. It works with Facebook, LinkedIn, Twitter, Pinterest, and Instagram.

- Hootsuite

An all-encompassing tool for analytics, scheduling, and monitoring. Hootsuite can be used with over 35 different social media networks, including Facebook, LinkedIn, and YouTube, among others.

- MavSocial

Besides simplifying your scheduling, publishing, and monitoring on social media, MavSocial gives you access to thousands of stock images.

Don’t Work Hard, Work Smart

Enhancing your social media presence as a financial services provider doesn’t require much. Primarily you need to ensure that your images follow the network’s guidelines and that you follow the etiquette. Then, invest in paid advertising and make use of the variety of social media tools you have at your disposal.

Working smart on social media will boost your lead generation and conversion, your brand awareness, and eventually — your bottom line.