

Social Campaigns: Relative vs. Dynamic

When to Use Relative or Dynamic Campaigns and Why

Overview

Social Campaigns allow admins to create a steady stream of content for agents and advisors to automatically publish by just subscribing once. This quick guide provides prescriptive recommendations and best practices for both Relative and Dynamic Campaigns.

Differences Between Relative and Dynamic Campaigns

Relative Campaigns publish posts relative to the date of the agent or advisor's subscription, offering you the ability to share content that is not date-specific (e.g., industry trends, evergreen content). This differs from Dynamic Campaigns, which offer fixed publish dates after the user's subscription.

Relative Campaigns focus on initiatives and themes that encompass a complete picture as the content progresses. Conversely, Dynamic Campaigns are designed to continually publish to your social profiles and allow your marketing team to constantly update the campaigns with the most timely and relevant content. Examples of Relative Campaign themes include recruiting, new advisor onboarding, and seasonal content. A few examples of Dynamic Campaign content are corporate news, industry updates, and personal finance.

Relative Campaigns publish posts relative to the date of an agent or advisor's subscription. Dynamic Campaigns are built to post for long stretches of time and never deactivate.



We highly recommend that you subscribe to several Dynamic Campaigns. This ensures that your social media profiles have a steady inflow of content for an infinite length of time.

Before subscribing to a campaign, you can see what day(s) of the week it tends to publish to ensure that you have a well-balanced social-posting cadence. If you're worried about posting too much content in a given time period, click Content > Calendar in your dashboard and simply click and drag around the different posts to even out your publishing schedule.

Next Steps

1. Think of your clients' and prospects' interests and pick campaigns that fit your book of business.
2. If you don't see a campaign you want, reach out to your admin and let them know! Give your admin campaign feedback.
3. Subscribe to several campaigns, making sure to have a good mix of Relative and Dynamic Campaign content. If you prefer, subscribe to some Relative Campaigns later down the road if you think they might be more applicable to your followers at a later date.
4. Head to Content > Calendar to make sure your content is evenly spaced. If any days or weeks are heavier than others, click and drag around the content tiles to reschedule them to lighter content days.
5. Supplement your campaign posts with custom/modified posts occasionally. While campaigns are designed do the heavy lifting with regard to publishing, posting original content once a week will greatly help to keep your followers engaged with your social profiles.