

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. To provide options for admins, Hearsay offers two types of campaigns: Relative and Dynamic. This quick guide provides prescriptive recommendations and best practices for both Relative and Dynamic Campaigns.

Key Features Of Relative And Dynamic Campaigns

With Relative Campaigns, advisors get access to all campaign posts, regardless of when they subscribe. However, with Dynamic Campaigns, advisors get access to only the posts that are scheduled on dates after their subscription date. Additionally, Relative Campaigns are simplified campaigns that publish posts relative to the date of advisor's subscription, offering marketers a new option for broadcasting content that is not date-specific, whereas Dynamic Campaigns offer fixed publish dates (e.g. Tuesday, July 24).

Another key difference is that Relative Campaigns do not auto-sync campaign changes with current subscribers; only those that subscribe to the campaign after the change is made will see the update. For example, if an admin adds a new post to a live Relative Campaign, current subscribers will not see this new post. Those who subscribe after the change is made will be able to see it.

Relative Campaigns are simplified campaigns that publish posts relative to the date of an agent or advisor's subscription.

When To Use Dynamic Campaigns

Dynamic Campaigns are best used for ongoing campaigns. The theme can be an evergreen topic, but the content tends to be more focused around something recent or trending. Dynamic Campaigns provide the ability to continuously add new content, allowing subscribers, new and old, to have access to all new campaign content. While new subscribers do not have access to previously published content, Dynamic Campaigns are designed to focus around date-specific content, such as holidays, important dates, and urgent deadlines. Some themes include:

- **Top-Of-Mind Content** – Promotional content for potential prospects in the market.
- **Corporate News and Blog Posts** – Blog content is continually updated, so adding a blog link to a Dynamic Campaign is a great way to increase visibility.
- **Industry Updates** – Clients are often curious about what's happening in the industry and how it affects their money, so an agent or advisor who regularly publishes important industry updates can showcase thought leadership and trustworthiness.
- **Personal Finance** – Evergreen content focused on personal finance is a universal topic and is always relevant regardless of when the post goes out.
- **Lifestyle Content** – Maintaining a balance of important non-industry/lifestyle content helps to keep followers engaged and interested in an advisor's social networks.

When To Use Relative Campaigns

Relative Campaigns are best used for sharing evergreen content, onboarding programs, or targeted campaigns around topics like recruiting. They're best suited for campaigns where you know the beginning, middle, and end.

Some examples of suggested Relative Campaigns are:

- **New Agent and Advisor Onboarding** – Add articles and blog posts that you'd like a new agent or advisor to post when they start with your social program.
- **Annual Review Tips** – Annual reviews occur throughout the year, so Relative Campaigns give your advisors the freedom to choose when to utilize this evergreen campaign content.
- **Recruiting** – Create a campaign for targeted recruiting periods with links back to culture and jobs pages.

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Additional Resources

To help admins manage their social media content, Hearsay offers Do It For You Dynamic Campaigns and Hearsay Content Channels.

Do It For You Dynamic Campaigns



Do It For Your Dynamic Campaigns are campaigns that Hearsay will build for your organization that your advisors can then easily opt into to start publishing right away. These campaigns automatically add content each week from trusted sources, like TechCrunch, Fortune, Bloomberg, Time, etc. We offer Tech Trends and Healthy Living DIFY Dynamic Campaigns. You have the ability to add or remove content from these campaigns, so you will always maintain control over the suggested content.

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Hearsay Content for Social



Hearsay Content Channels are curated content channels currently available to you. We have provided you with six Content Channels. These are visible for your administrators to review in the Hearsay Admin Console in the Create -> Content Channels drop-down. You can suggest individual pieces of content from these feeds to your Advisor's Content Library or choose to "auto-suggest" all content from the channel to the Library. Career Tips, Kids & Money, Technology News, Economy & Investing, Travel, and Millennials and Money are available, with twelve more content channels that can be turned on by request.

Next Steps

1. Brainstorm some content ideas that your advisors would want on their social media accounts and categorize them as Relative or Dynamic Campaign content.
2. Create 1-3 Relative Campaigns.
3. Create 1-3 Dynamic Campaigns. For Dynamic Campaigns Best Practices, check out the Dynamic Campaigns Best Practices Tipsheet on the [Dynamic Campaigns - Additional Admin Resources Help Center article](#).
4. Copy the campaign permalinks (click the link icon next to the campaign while on the list of campaigns page) and send it out to advisors. Your field force will be able to subscribe directly from these permalinks, even as content is added and changed.
5. Don't have the time to create all of these campaigns? Reach out to your Customer Success Manager to learn more about our DIFY Dynamic Campaigns and Hearsay Content Channels.