

# + Say - Posting With Purpose

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ESTABLISH CREDIBILITY  
AND SHARE RELEVANT CONTENT

## What's Included?

- Content Marketing - WHY
- Content Strategy - HOW
- Content Plan – WHERE & WHAT
- 3 Things to do today
- Further reading

## Course Materials:

- PDF Tipsheet (4 pages)

## Estimated Time:

- 15-20 minutes

## PROGRAM OVERVIEW

Today's advisors and agents must establish credibility and build trust by using social networking sites to convey their qualifications.



**Content Marketing** involves developing the larger story that you want to share. It tells people WHY your product or service is valuable. Marketing involves setting up the process for making and distributing your content. The process includes three elements: identifying a content hub (e.g. website), reviewing adequate resources and brainstorming a content plan.



**Content Strategy** focuses on HOW you create and publish content. Your strategy includes the following elements: understanding and knowing how to connect with your audience, researching the competition, building your content plan. Your strategy should focus on the art of defining the voice, tone and style and intent of your content.



**Content Plan** covers the WHAT and WHERE. What types of content will you be posting (type of content – image, video, text) and where (to which networks).

## CONTENT MARKETING – WHY

*Understanding the basics of content marketing*

In short, content marketing is the art of communicating with your customers and prospects without selling. Content Marketing through social and digital channels generates roughly 3x as many leads as traditional marketing and costs 62% less!



## KEY ELEMENTS

- Content hub – Where are you storing your content? (Website, email newsletters, etc.)
- Adequate resources to maintain a consistent presence – Before you commit to a platform, make sure you have adequate resources you need to consistently update your content. Don't bite off more than you can chew!
- Content plan – Make sure you understand WHY you are communicating on a given platform and WHAT you will deliver there.

## CONTENT MARKETING – HOW

*Develop a winning content strategy*

### POSTING WITH PURPOSE



**Understand and connect with your audience.** Think about their challenges, interests and needs.



**Research the competition.** What is the competition doing well? What are they doing poorly? What key learnings can you incorporate into your Content Strategy?



**Build your content plan and editorial calendar.** Think about your content themes, ideas, messages. Keep in mind your content mix, duration and distribution.



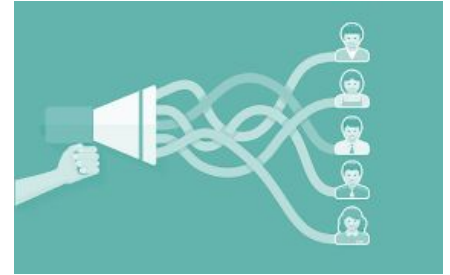
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## CONTENT STRATEGY BEST PRACTICES

- Use Analytics and Insights. Each social network provides metrics, analytics and insights to give you detailed information to better understand your audience's makeup, interests and motivating factors, especially in purchase decisions.
- Connect with your audience. Tell a story, make it human, put the individual in a "buyer's state of mind", focus on elements of your local community, educate your audience with your knowledge. Once you've tested content, make sure to check your metrics to see how your content is performing.
- Listen and take action. Make it a habit to regularly research the competition and listen to your audience to see what is working in terms of content



## CONTENT PLAN

*Formulate a comprehensive content plan*

Your content plan addresses WHY you are communicating on a given platform/social network (WHERE) and WHAT you will deliver there. The following content themes and mediums tend to resonate with audiences, we would encourage you to explore your options to drive the most effective engagement:

Content Themes	Content Mediums
<ul style="list-style-type: none"><li>• Celebrate success</li><li>• Make use of popular trends</li><li>• Be a community ambassador</li><li>• Make it personal</li><li>• Acknowledge holidays and occasions</li><li>• Promote educational and fun events</li></ul>	<ul style="list-style-type: none"><li>• User Generated Content (UGC)</li><li>• Content that inspires emotion, provides humor, entertains, is conversational</li><li>• Story form (long-form, blog) storytelling</li><li>• Open-ended/interactive content</li><li>• Informational content (list posts, how-to posts, why posts, what posts)</li><li>• Visual content</li><li>• Real-time content (Snapchat, Facebook Live, etc.)</li></ul>

## CONTENT DISTRIBUTION

*Different networks, different purposes*



LinkedIn. The gold standard of business-focused social networking, LinkedIn allows its users to publish content to grow their influence and thought leadership, promote workplace opportunities they offer and support the content they've published on other media channels. Best times to post: noon-5pm. Days of the week: Tues-Thurs



Facebook. The world's largest network, the preferred platform for building personal connections with consumers based on the things that interest them the most. Best times to post: 9-10am, 1-3pm. Days of the week: Thurs-Sun



Twitter. The top network for those who want to stay informed with what's happening in the world in real time. Facilitate spontaneous, real-time conversations and customize responsive customer service. Best times to post: 12-3pm. Days of the week: weekdays, especially Wed



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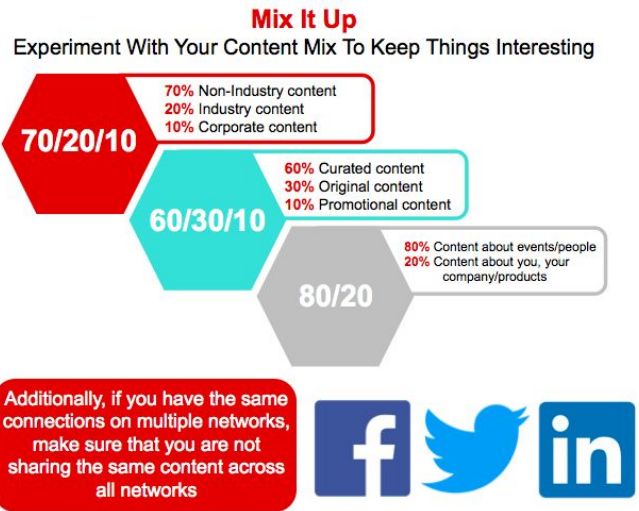
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## CONTENT STRATEGY BEST PRACTICES

*Experiment with your content mix to keep things interesting*

When it comes to creating the ideal content mix, there are a few models to try, depending on your business, its size and your audience's specific needs. The goal is to experiment with your content mix by picking one of these content mix models and trying it out! Remember that what works for one advisor or agent may not work for you.

- 70/20/10. 70% Non-industry content, 20% industry content, 10% corporate content
- 60/30/10. 60% curated content, 30% original content, 10% promotional content.
- 80/20. 80% content about other events and people, 20% about you, your company and products.



## CONTENT DURATION

When posting content, remember that quality is always more important than quantity. You don't want to spam your network. Quite often, the best timing for social posts depends on a variety of different factors:

- The platform (LinkedIn, Facebook, Twitter)
- Regions you are targeting
- Your goals (e.g. clicks, shares, comments, etc.)
- How your target audience interacts with the platform

### Content Strategy Best Practices

DO

- Monitor media sources and influences relevant to your customers.
- Set Google News Alerts on important keywords to keep you notified when developments occur in your area of expertise.
- Post frequently. 3-5x/week when your customers are most active.
- Celebrate new hires, awards and accolades. Make it personal and authentic.

DON'T

- Go radio silent for months. Having an abandoned social media profile is worse than not having one in the first place.
- Don't spam people!



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## HOW HEARSAY HELPS

### Post Compliant and On-Brand Content for Your Organization

Post pre-approved content from one place. Once a post is approved, it will appear in the Post Library for you to post or schedule to any and all connected accounts.

### Save Time – Schedule Out Your Content

Schedule posts ahead of time. Prepping your social media plan for the week can be done quickly. All scheduled posts will appear under Content > Calendar to help you make sure all of your bases are covered.

### Create Seasonal and Themed Promotion Campaigns

Bundle content together. Organization admins can bundle combinations of content together to release separately at timed intervals as a fluid campaign. With Dynamic Campaigns, advisors or agents subscribe to a campaign once, and relevant content will publish to their social profiles as admins add fresh material to the Campaign.

### Metrics Tab & Suggested Times

Post at optimal times. Use the Metrics tab and suggested times to determine the ideal ways to connect with your audience.

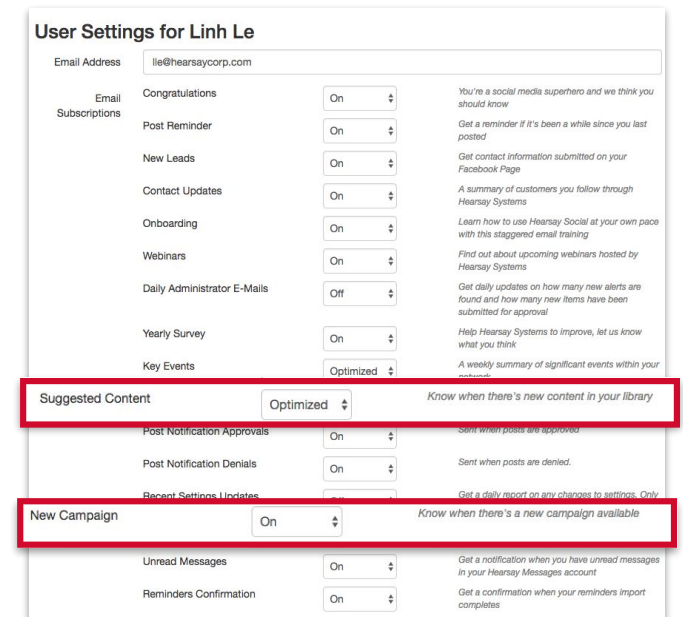
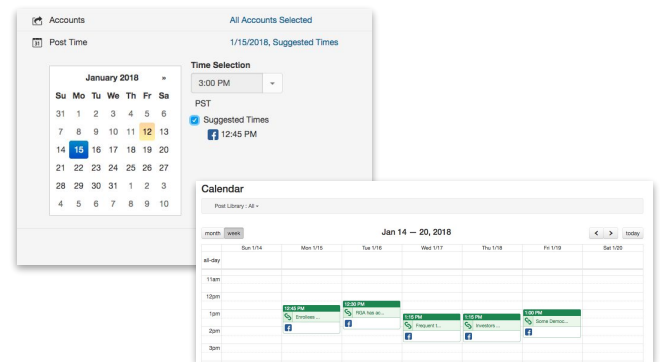
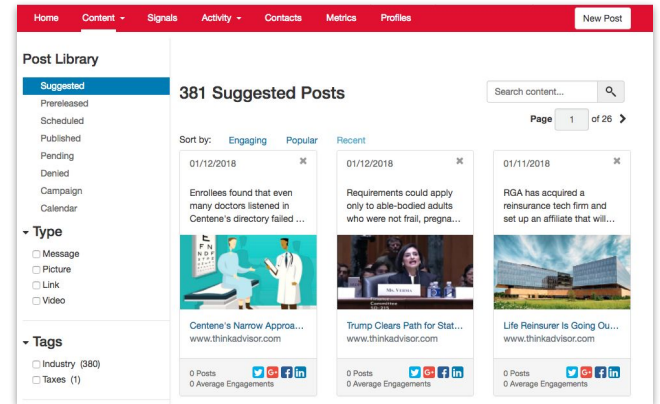
### Receive Important Summary Updates to Your Inbox

With your busy work schedule, social media can seem overwhelming. To make staying in the loop easier, Hearsay allows you to subscribe to helpful summary emails.

Suggested Content – Get notified of new content in your library and start the publishing process straight from your email.

New Campaign – Receive notifications of new campaigns your admins have created and subscribe to them easily.

Access these summary email settings under User Settings > Basic User Info & Preferences > Email Subscriptions.





## POSTING WITH PURPOSE: INDUSTRY-SPECIFIC TIPS

### Audit Your Audience

Prune your network. Narrow down who your audience is what they care about. This will allow your content to receive better engagement.

### Corporate vs Local Content

Make sure to have a healthy dose of each. With local content, keep in mind which pieces of content are more relevant during certain times of the year. For example, posting storm content during the spring and summer and more life insurance content in September when it's Life Insurance Awareness Month.

### Content Themes

- Year-end tax and Roth IRA content (until March/April)
- Annual reviews
- New Year
- Habits
- College Planning
- Retirement

Focus on simplifying complex topics

### Automation

Subscribe to Dynamic Campaigns on Hearsay to make sure that great content from your organization is automatically published to your social networks. In addition, take advantage of scheduling posts to publish in advance.

These tools are designed to take the legwork out of posting to social media so you don't have to worry about finding time in your busy schedule to craft and publish an engaging post. It's already scheduled and done, saving you time and giving you peace of mind!

## 3 THINGS TO DO TODAY

1. Research at least 2 competitors on any social network. Look at the types of posts they are publishing. What is working? What isn't? Check out your engagement metrics!
2. Create your own editorial calendar for the next month.
3. Think about the upcoming quarter and mark down all the holidays, occasions and major events. What types of content do you think would resonate best with your audience?

## FURTHER READING

1. [Best Times to Post to the Top 8 Social Media Sites](#)
2. [How Advisors Can Get Social Media Right](#)
3. [UGC is Content Marketing Gold](#)



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