

## Content Marketing for Social Media Platforms

### Do's

- ✔ Post “behind the scenes” of your agency (theme days/holidays, client appreciation events, employee of the month, corporate culture, etc.)
- ✔ Plan your content – think about promoting one or two coverages a month
- ✔ Post useful content – use content out of AMA or carrier content if you do not have time to make your own. If sharing content from other sources, check the source to make sure you're not sharing something from a competitor or a flighty source.
- ✔ Link back to your website as much as possible
- ✔ Interact with followers – polls, surveys, challenges etc.

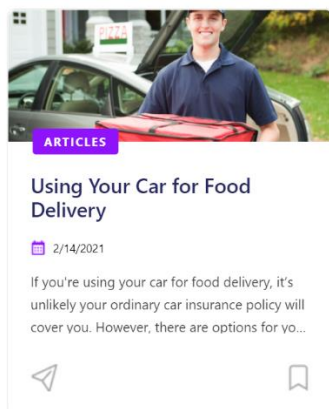
### Don'ts

- ✘ Share overly personal content or controversial topics
- ✘ Ignore post comments – make sure to acknowledge those who interact with your posts.
- ✘ Leave your social media idle – plan to schedule out 2-3 posts a week. If you can do more, great!
- ✘ Push your services through your posts. Social media marketing should be 80% content 20% sales. It's about building relationships.

The beauty of Applied Marketing Automation is delivering the right content to the right person at the right time. But how does that apply to social media? In today's world, we scroll and scroll, seeing pictures of friends and family, pesky ads, and useful information being shared. Where does this information come from? Sure, you can share some articles you find on the internet, but knowing where you are sending your clients to if they click on the link is key. Your goal should be always pointing them back to your agency.

Using social media helps your business expand your reach not only to your current customers, but to their connections if they follow you on different platforms. Using a content library, like the one in Applied Marketing, helps your agency deliver reliable and valuable content to your audience in what is known as content marketing. Your goal when you share the information is to catch the eye of the consumer and make them think about issues such as, the importance of having a personal umbrella policy or what happens if they are faced in an expensive cyber phishing scam? The articles should point them right back to your agency as their trusted insurance agent.

In the content library of Applied Marketing Automation, you can search for topics that your audience would be interested in. For this example we are using an article that focuses on "using a personal vehicle for food delivery." Once you find an article you want to share, the process is fairly simple.



Click on the article you want to share, as if you were going to view the article or send a one-off email. Notice toward the bottom of the screen there is a button for sharing.

## Using Your Car for Food Delivery

If you're using your car for food delivery, it's unlikely your ordinary car insurance policy will cover you. However, there are options for you to supplement your insurance and stay protected on the road.

Last Updated: 2/14/2021

Categories: Property & Casualty  
Property & Casualty > Personal Lines  
Property & Casualty > Personal Lines > Auto

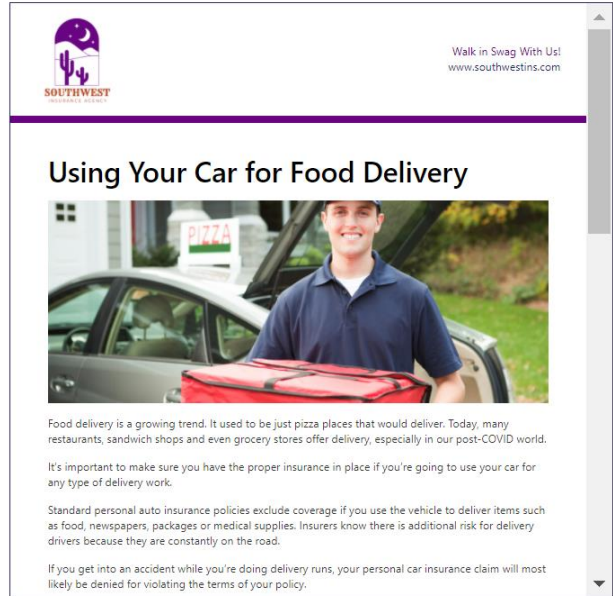
Keywords: liability on-demand delivery sharing economy hired and non-owned auto insurance  
apps commercial auto delivery services pizza delivery food delivery

Type: Articles  
Audience: Insured  
Market: Canada  
Translations: English (United States)  
English (Canada)  
French (Canada)

Bookmark:

Branding Profile: Trina's Branding Profile

Format: PDF



Click the share button and a drop down will populate for which platform you want to share to.

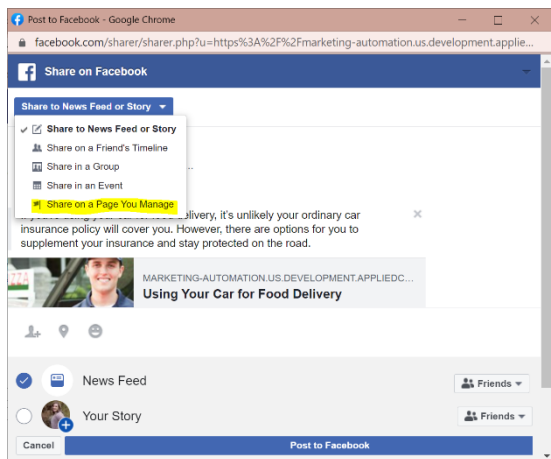
Branding Profile: Trina's Branding Profile

Format: PDF

- Facebook
- LinkedIn
- Twitter
- Embed Full
- Embed Teaser

*Sharing capabilities at this time are limited to Facebook, Twitter & LinkedIn. Your agency is also able to share content on your website.*

Once you select the social media platform of choice, a box will generate linking you to your login to the appropriate platform. If you are not currently signed in, you will be prompted to do so.

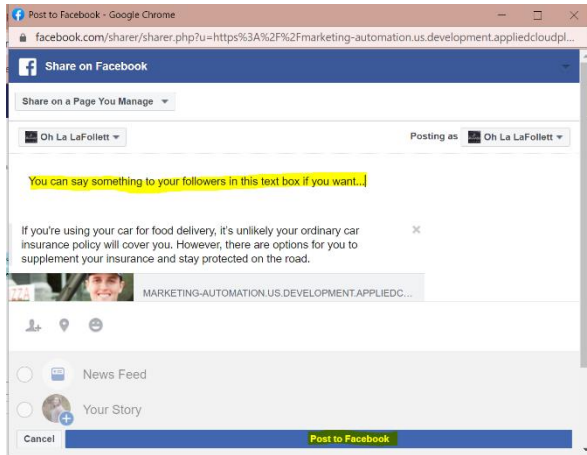


In this example, Facebook automatically assumes the person sharing the content wants to share the information to their personal News Feed. However, that is not always the case if you are sharing the content on behalf of the agency.

Click the "Share to News Feed or Story" drop down, as pictured, and select the "Share on a Page You Manage" option.

*In order to share the content for the agency, the person sharing needs to have admin rights to the business page.*

Select the page you want the content to post to.



Once selected, you can add any input you want to come from your agency on the content you are sharing. Then, when you are ready, select the “Post to Facebook” option in the blue bar.

The content can now be located on your agency’s business page.

## Managing Your Social Media Analytics

Obtaining a new insurance client through social media marketing is uncommon and known as a “unicorn” sale. However, it does happen. The best think that an agency can do is find a strategy that works for them. Posting 2-3 times a week can have an impact on your SEO, which we all want to increase. So, all that being said, you might be wondering, “do I even need to pay attention to my agency’s social media analytics?” The answer is YES!

### ***What do you need to watch?***

How many FOLLOWERS you have. If an individual “likes” your agency page but doesn’t follow it, it’s not useful. Every time you post content it will appear in the feed of those who FOLLOW you.

LIKES/LOVES/LAUGHS etc. on your posts. You do want to watch the interaction your followers have with your posts. Every time they “like” or interact with a post it not only appears on their feed, but also the feed of their connections! That just opened up a huge door for other consumers to find your agency!

SHARES! Ultimately, this is the dream for agencies and social media marketing. The goal is to provide your followers with such amazing content, they will want to share it!

There are other analytics you will want to pay attention to:

Call to action: Did anyone call or click for a location from your About Page?

Messages: Are you responding to your messages on the social media platform?

Reviews: Although social media reviews do not hold the same weight as search engine reviews, they are still important! Make sure you address the consumers who are reviewing your agency, whether good or bad.