You might be thinking, “I want to implement social media into my marketing strategy, but where on earth do I begin?”

Start from square one.

#1. CREATE SOCIAL MEDIA ACCOUNTS FOR YOUR AGENCY 🔄

If you don’t already have official business accounts for your agency, create them! Remember, social media marketing is a process, so start slow and focus on one or two channels to begin with. You can always implement other channels into your strategy as you become more comfortable.

#2. OPTIMIZE YOUR PROFILE 🌐

Once you have your account(s) set up it’s time to make the most of them!

• **Choose a profile photo.**
  - This is usually a company’s logo and it is the same across all channels to build brand awareness and recognition.

• **Choose a cover/header photo.**
  - Here’s where you can make it a little different for each channel. A picture of your staff or your building are a few good options.

  *Ex: Insurors Twitter Cover Photo*  
  ![Insurors Twitter Cover Photo](image)

  *Ex: Insurors Facebook Cover Photo*  
  ![Insurors Facebook Cover Photo](image)

• **Add captivating and informative bios to let people know who you are.**

  *Your Agency’s Bio Should Include:*
  - A link to your website
  - Your agency’s mission statement
  - Other details such as year founded and location

• **Fill in the details**
  - Some channels, such as Facebook, has a “details” section where you can fill in some more information. This includes your agency’s phone number, email and hours of operation.
#3. IDENTIFY GOALS

Identify some goals you want to meet through social media. Start off with broad goals and then as you become more comfortable with social media you can be more specific.

Here are some examples of broad social media goals:

• Generate sales
• Generate traffic to your website
• Increase client engagement
• Increase brand awareness
• Build referrals
• Build interest with prospects

#4. CREATE AN INFORMAL CONTENT CALENDAR

I know the phrase “content calendar” seems intimidating, but that’s why it will be informal! Also, the Big “I” just released a free social media content calendar with tons of graphics and ideas to use! View the calendar here: https://cobrand.iaba.net/content-to-share#k=#s=301

For more specific content related to your agency, here’s what you do:

• Take a look at your calendar for the next month.

• Use your social media goals to generate ideas about what type of content you want to post.
  • For example, if one of your goals is to increase client engagement, highlight one of your agents and the great work that he/she has been doing. This will generate his/her clients, friends, and family to like, comment, and share the post.

  Example: Young Agent of the Month

• Have fun!
  • A well-balanced content calendar includes “fun” content that will engage a high amount of people. This can include a post about #MondayMotivation or just a graphic of an insurance joke. Be creative!

  Example: #FunFactFriday

• Follow the 80/20 rule
  • This means that 80% of your content should inform, educate, or entertain your audience; 20% should directly promote your agency.
#5. POST, POST, POST! 📝

So, you’ve made it all the way to the last step - now what? Put the plan into action.

**• Start slow**
- For the first few weeks, choose one social media platform to focus on.
- On the first week, choose two days that you will post something. Second week, three days, and so on, until you reach a level of posting that is comfortable for you and your agency’s goals.

**• Build Followers**
- One of the easiest ways to build followers is to be a follower. Identify your clients, carriers, partners, and prospects, and follow them on social media. Most likely, they’ll follow you back.
- Re-post content on your personal account. Shares drive engagement and website clicks, so this is a general best practice in terms of social media.

**• Trial & Error**
- Test out different types of content on different times and days of the week. Once you gather data from the analytics, you’ll be able to see what type of content works best for your audience and at what time frame.

**• Implement Useful Tactics**

*Here are some social media tactics you can implement:*

**• Re-promote content of others**
- Ex: reposting an article, video, or graphic with useful information.
  
  *Be sure to credit the source*

**• Research the competition**
- Observe what other agencies post on social media and if they are receiving good results. Looking at other businesses’ profiles is a great way to get some new ideas and discover what your audience might respond well to.

**• Be personable**
- Highlight the staff and daily life in the office or share your agency’s story/history. It is called *social* media for a reason!

*Example:* “Daniel is ready for his close-up! The team at Imperial PFS is here today filming a short video - stay tuned! #InsurorsOfTennessee #DanielisFamous”
• Metrics, metrics, metrics!

Tracking your progress using metrics is key to a successful social media strategy. You can do this on Facebook by clicking the “Insights” tab at the top of your business profile when you are signed in. There, you can see how your posts performed in the last week or month. You can do the same thing on Twitter by the “more” button on the left side bar and clicking “Analytics”

Example: Insurors Facebook Analytics for the past 7 days

Example: Insurors Twitter Analytics for the month of January

• Review and Adjust

Review your weekly and monthly analytics to see what worked and what didn’t work and adjust your strategy accordingly. Don’t get discouraged. Some months are lower than others and that’s okay! Be consistent and patient - growth will come.

I hope this guide will help you implement your new knowledge of social media marketing into your agency! If you have any questions about anything please feel free to reach out to me at 615-515-2608 or awheeler@insurors.org.

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