

The Dawn of the Super-Human Agent

How Social Media & Big Data Are Transforming How

Financial Professionals Hire & Sell

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LAMP
ASIA

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COLLABORATE. ELEVATE. INNOVATE.

THE NEW PLAYBOOK FOR THE SOCIAL ERA

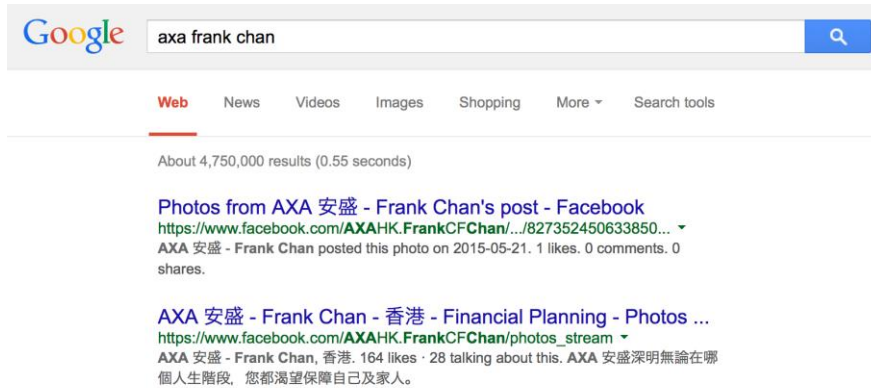


Just like the Yellow Pages, being listed isn't enough. We must teach producers how to grow business on social.

1. BE FINDABLE



GET FOUND



Why?

Having social profiles not only helps you 'get found' on the social networks – its important for SEO!



GET FOUND



INCLUDE:

- ✓ Consistency - tone and voice
- ✓ Complete profile sections
- ✓ Professional, recent photo
- ✓ Summary of experience, education
- ✓ Same name, all sites
- ✓ Contact info up to date
- ✓ Humanize your message

GET FOUND



- ✓ 1.3+ Billion users
- ✓ >700 million daily active
- ✓ **Niche:** Informal, Conversational, Friendly



- ✓ >300 Million Users,
- ✓ 70% Advisors
- ✓ **Niche:** Formal, Professional, Industry



- ✓ Micro-blogging network
- ✓ >700 million users
- ✓ **Niche:** Constant, News Sourcing, High Touch

Tip:

Each network has a “niche” audience – be findable where your customers are.

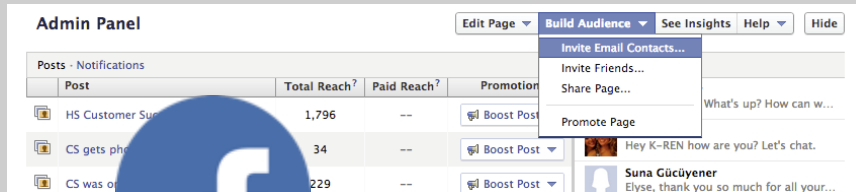


2. GROW YOUR NETWORK

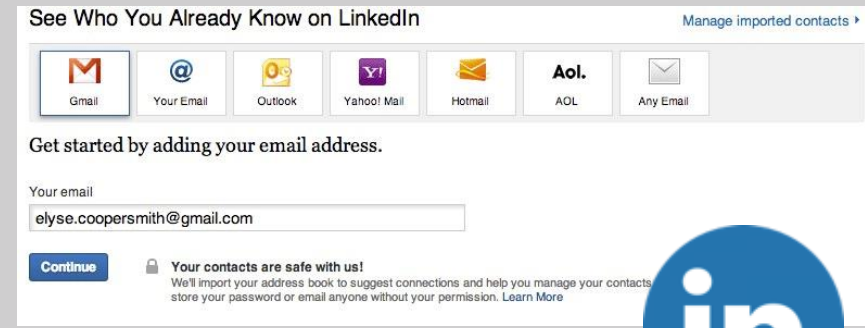


GROW YOUR NETWORK

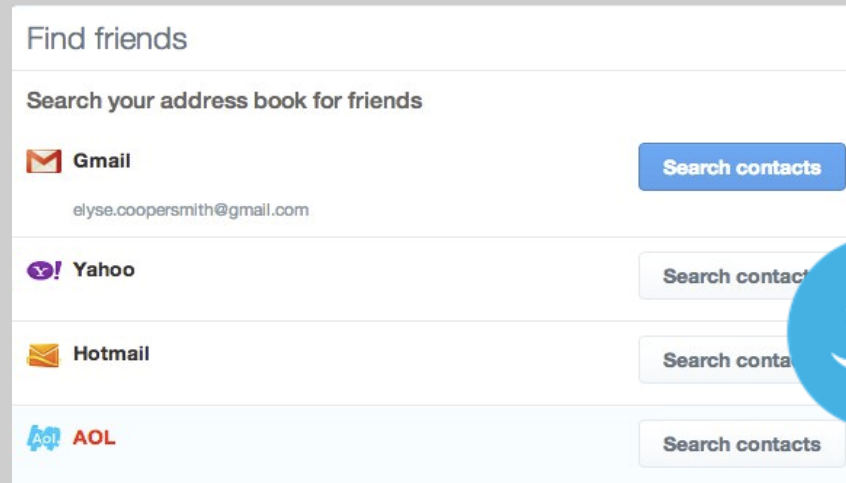
Use free tools: Each social network has tools to help you build your online network from existing contact lists.



A screenshot of the Facebook Admin Panel. The 'Build Audience' dropdown menu is open, showing options: 'Invite Email Contacts...', 'Invite Friends...', 'Share Page...', and 'Promote Page'. A large blue Facebook 'f' logo is overlaid on the left side of the image.



A screenshot of the LinkedIn interface titled 'See Who You Already Know on LinkedIn'. It features a row of email provider icons: Gmail, Your Email, Outlook, Yahoo! Mail, Hotmail, AOL, and Any Email. Below this, there is a text input field with the email 'elyse.coopersmith@gmail.com' and a 'Continue' button. A security notice states: 'Your contacts are safe with us! We'll import your address book to suggest connections and help you manage your contacts store your password or email anyone without your permission. Learn More'. A large blue LinkedIn 'in' logo is overlaid on the right side of the image.



A screenshot of the LinkedIn 'Find friends' search interface. It is titled 'Search your address book for friends' and lists four email providers with search buttons: Gmail (with the email 'elyse.coopersmith@gmail.com' entered), Yahoo, Hotmail, and AOL. A large blue Twitter bird logo is overlaid on the right side of the image.

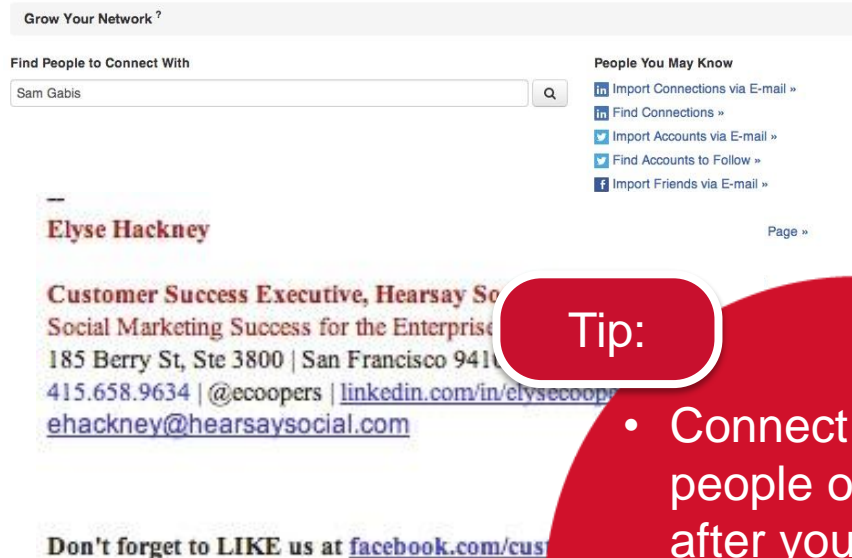
GROW YOUR NETWORK

Start connecting on social media before and after in person meetings



Make sure to list links for your social accounts on your:

- ✓ Business card
- ✓ Email Signature
- ✓ Personal/Agent Website
- ✓ Event Marketing
- ✓ Office Signage
- ✓ LinkedIn Groups



Tip:

- Connect with people on LinkedIn after you meet!
- Tweet with a client before a meeting to stay top of mind.

GROW YOUR NETWORK: LINKEDIN TIPS

1 - Use your desktop to send personal invites



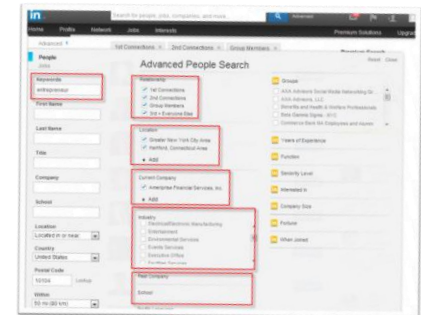
The mobile app only lets you use generic language > Use desktop to mention where you met etc.

2 - InMail is a great way to connect with recruits or prospects you haven't met in person



When you send a message, mention people you know in common

3 - Leverage advanced search functions



Filtering options helps target your search

3. “HEAR” DO YOUR RESEARCH

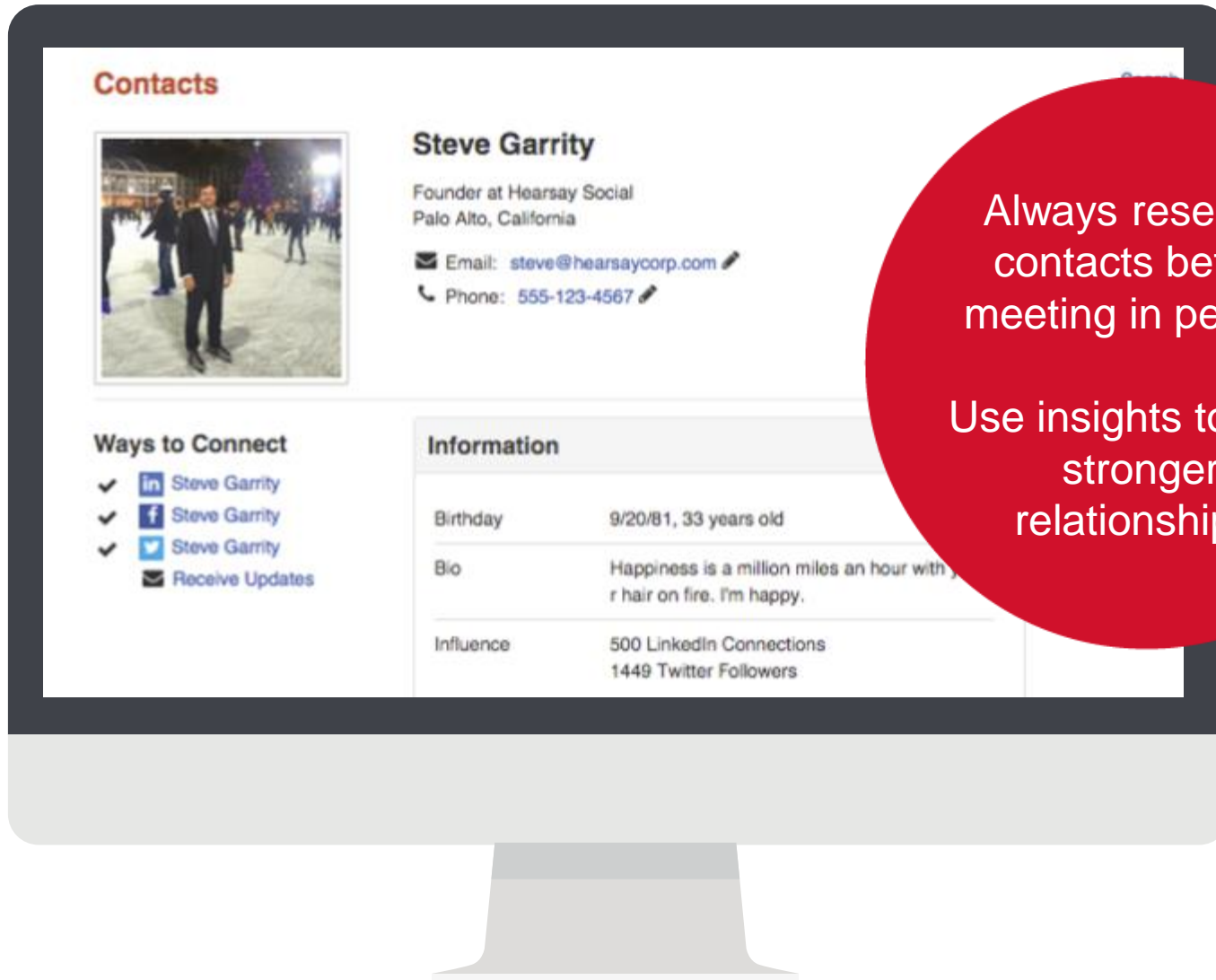


LISTEN FOR “SOCIAL SIGNALS”

Your connections are sharing valuable information online every day.



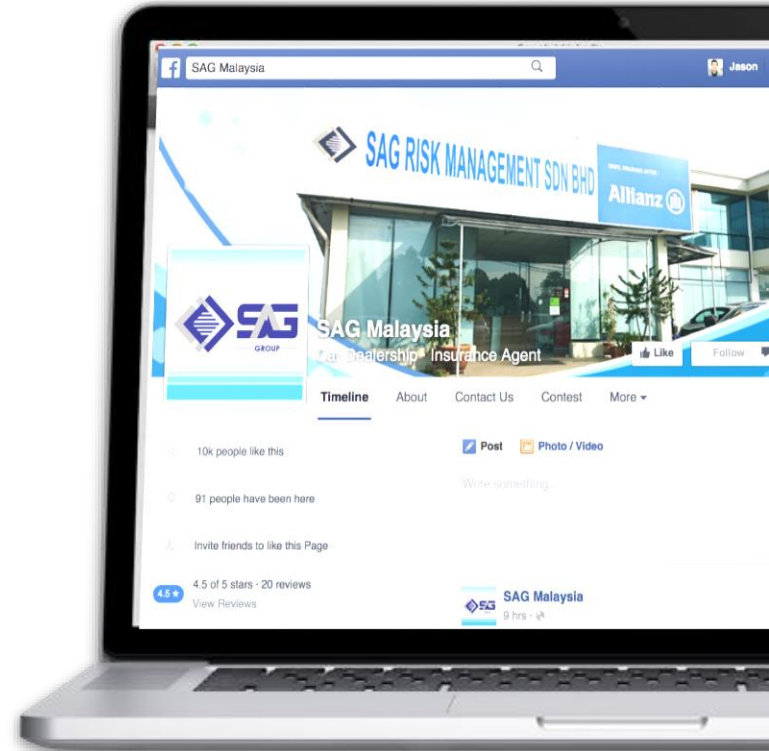
DO YOUR RESEARCH



Always research contacts before meeting in person.

Use insights to build stronger relationships.

4. "SAY" ESTABLISH CREDIBILITY



BUILD CREDIBILITY

Posting Frequency:

- ✓ Facebook Business Page: 5x/week
- ✓ LinkedIn Profile: 3 - 5x/week
- ✓ Twitter: As often as you like

Posting Times:

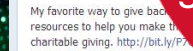
- ✓ Articles during working hours
- ✓ Facebook: 6 - 8AM or PM
- ✓ When Hearsay Social tells you

Type of Posts:

- ✓ 80/20: 80% Brand, Fun, Local, 20% promotional
- ✓ Celebrate team - new hires, awards and accolades
- ✓ Professional development content
- ✓ Promote charitable and niche segments
- ✓ Job listing posts
- ✓ Write 2 - 3 of your own posts/week

Tip:

If you're a hiring manager, demonstrate what type of leader you are or why it'd be great to work for you!



“ With Hearsay Social, I turn every client relationship
into 5-10 new client relationships.”

— *Manager, leading mutual firm*

“ Anybody who wants to build a
business with social
has to have Hearsay Social.”

— *James Peregrino, Farmers Agent*





CASE STUDY: THRIVENT FINANCIAL

- Strong community aspect and measurable ROI

1,000+

Advisors on Social

400

Average # Connections

22%

Increase in sales vs. control group

LinkedIn profile for Kyle Nowadnick, CFP(r), LUTCF, FIC. He is a Financial Consultant at Thrivent Financial in the Greater Seattle Area. His background includes being a Financial Consultant at Thrivent Financial since August 2008. He has 310 likes and 2 visits on his profile.

Facebook page for Kyle Nowadnick - Thrivent Financial. The page features a cover photo of a sunset over a field. The profile picture is the same as on LinkedIn. The page has 310 likes and 2 visits. A post from October 17, 2014, titled "Fun Fact Friday - Nitrogen narcosis affects all divers - it's the effect of Nitrogen being breathed at depths of more than 25 meters (82 feet). It's a little like being slightly drunk. I'm off to Canada for a weekend of scuba diving!" has 10 people who like it.



GARDNER INSURANCE GROUP, ALLSTATE

- Agency increases business with social referrals

40%

referrals from social

3X

connections

Agency in Oklahoma City

Connections: 3,498+

Networks: Facebook,
Twitter



“I get over 40% of my referrals from social media.”

—**Addison Gardner**
SVP Distribution
Allstate



ASIA

-
- Deployed across 6 countries in APAC, 10 countries globally
-

- Countries include Indonesia, Malaysia, Thailand & Hong Kong
-

- Social Network usage include Facebook & Twitter
-

GLOBAL INSURANCE CLIENT SINCE 2014

- Agency increases business with social engagement & reach

CUSTOMER-TO-AGENT ENGAGEMENT

- 126,000+ Likes, Comments, Retweets since June 2014
- 7.3 Engagement Rate
- Insurance Customer, Malaysia/Indonesia/Thailand

GROWING REACH AND NETWORKS

- 31,000+ local audience reach
- 500+ average connections/agent
- Insurance Customer, Thailand

RELATIONSHIP-DRIVING SIGNALS

- 8 signals per agent per month
- Insurance Customer, Hong Kong

KEY STEPS FOR ONGOING SUCCESS

1

Learn about your organization's social policy.

2

Build a complete presence on social and grow your network.

3

Publish 3-5 posts weekly to stay top of mind.

The Dawn of the Super-Human Agent

Thank you

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