

CONTINUING TO CONNECT WITH CLIENTS

When leveraging social media for business use, it is important for financial professionals to develop a social strategy that maximizes their ability to connect with clients. The key is to provide consistent, valuable content that captures the attention of your audience. After you create your profile, add your business experience and a professional photo, here are three things you can do to increase client engagement:

► CREATE ENGAGING CONTENT

It is important to have regular social media posts that captivate your audience and encourage them to interact with you. Nothing turns away an audience (and potential clients) more than a bare social media account. Having engaging content is much easier and takes much less time than you think. For inspiration, browse through financial news outlets and broadcast networks to leverage the media's content. In addition, discussing current events and business trends with your colleagues can also spin up some engaging content ideas. Both are great resources for crafting informational pieces pertinent to your business.

► LET YOUR PERSONALITY SHINE

Social media allows you to demonstrate your expertise while showing clients your personality and the culture of your business. Posting pictures from your company's events or even social interactions with clients are great ways to make your page more personable. Sharing your hobbies and favorite activities are also great ways to show your personality. Connecting with clients over common interests such as golf or wine can make you more approachable to clients.

► LISTEN & RESPOND

Social media is a fantastic avenue for prospecting new clients and fostering relationships with current ones. To make sure your social content is relevant and meaningful to your target audiences, research the profiles of your clientele and make sure it is tailored to their needs. When your message resonates, you better position yourself as an industry thought leader and valued counselor. Lastly, don't be afraid to observe and acknowledge celebratory moments with your clients – taking the time to wish them a happy birthday or anniversary could make the difference in retention, succession or generating new business.

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webinar schedule

7 Essential Stages of Building a Total Online Presence

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9 Ways to Improve Your Social Media Marketing

Hosted by Social Media Examiner

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“One of the greatest challenges one faces in adjusting to social media is knowing where to start.”

-Simon Mainwaring, Social Media Specialist

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FINANCIAL PLANNING

3 WAYS TO BOOST YOUR SOCIAL MEDIA STRATEGY

BY CRAIG FAULKNER – 11/11/13

"Social media marketing is a key component in an effective inbound marketing strategy, but it's important to capture the right "voice" on your social media sites.

Sure, you want people to know that you are a serious professional with all the expertise necessary to help them with their financial decisions, but that is not all that you want to accomplish. You also want potential clients to get to know you personally and feel that they can trust you. Social media offers an opportunity to do both, but only if you strike the right balance on each of your sites.

Here are three guidelines to help you grow and sustain a social media following..."

[CLICK HERE](#) TO READ THE FULL ARTICLE

FINANCIAL PLANNING

CREATE A BETTER LINKEDIN PROFILE

BY CAITLIN ZUCAL – 11/18/13

"Think of your LinkedIn profile as a mirror – you want it to be a robust representation of your expertise and professional capabilities.

With that in mind, it's interesting to note that according to LinkedIn, users with complete profiles are 40 times more likely to receive opportunities than those with incomplete profiles. Having a fully completed profile makes you visible, giving you the opportunity to leverage your network and engage with those who matter most to your professional development and business growth.

Taking the time to optimize your profile increases your ranking within the LinkedIn system, increasing your odds of being found in search results..."

[CLICK HERE](#) TO READ THE FULL ARTICLE

Social Media 2013

1.15
Billion+
total users

751 Million users access Facebook from mobile with 7,000 different devices

There over 10 million Facebook apps

23% of Facebook user's check their account more than 5 times a day

74% of marketers believe Facebook is important for their lead generation strategy

350 Million photos are uploaded every day

75% of possible engagement a post gets in its first 5 hours

facebook

There are over 288 million monthly active users

28% of Retweets are due to inclusion of "please RT!"

Twitter's fastest growing age demographic is 55 to 64 year olds with active users of 79%

60% of Twitter users access it from mobile

Approx 20 million user accounts are fake

On an average, over 400 million tweets being sent per day

208 is average number of tweets per account

500
Million+
total users

twitter

Total number of LinkedIn groups are 1.5 million

27% users access LinkedIn thought their mobile

50% of LinkedIn users have their Bachelor's or Graduate degree

81% of users at least belong to one group

42% update their profile information regularly

Over 3 Million LinkedIn Company Pages

Over 1 Billion LinkedIn endorsements

238
Million+
total users

LinkedIn

Source: Digital Insights

additional resources

To sign up as a Wedbush Social Media user, visit: [WS Intranet > Marketing > Social Media](#)

Additional education and resources to help you get started or maximize your social media efforts may be found on: [WS Intranet > Marketing > Social Media](#)

Discovered a resource or tool you would like to share? Send it to socialmedia@wedbush.com

Questions? Contact Brittany Price at (213) 688-8057 or brittany.price@wedbush.com

