

THE ROAD TO SOCIAL MEDIA GOLD

As the 2014 Winter Olympics come to a close its time set your sights on social media gold. Social media platforms have transformed the way we communicate with colleagues, clients, and industry thought leaders by enhancing the way we interact. In today's digital era, it is essential to leverage each network for the benefit of your business. Following these five steps across the board will land you atop of the social media podium sporting figurative gold.

ATTRACT

Attracting the right type of clients to your business can be difficult through traditional marketing alone. If you feel like you're not reaching your audience, social media hands you a virtual megaphone to amplify your message. When you engage in social media your voice is compounded putting your thoughts in front of your network (and your networks' 'network'). This allows you to open the door and attract new business.

CONNECT

Making a connection is easier than ever as social media removes some limitations that may have created barriers in the past. Whether close to home or across the country, social media allows you to connect with past and present business relationships regardless of the distance. Forget taking that cross country trip to promote your brand and utilize the easy marketing tools that social media provides. In order to make successful connections it is important that you recognize the potential that social media has relative to your business prospects.

ENGAGE

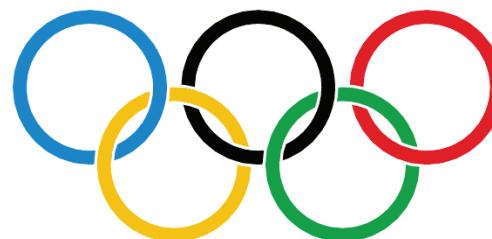
Every financial professional should continuously engage with their clients in the social space. Mirroring the Olympics, practice makes perfect even when it comes to the digital world. A constant flow of communication will help you build credibility and engage with your audience. In order to cater to your audience's needs, it is essential to focus on their social media preferences. Try to determine what posts your audience engages with best and capitalize on that knowledge.

MONITOR

Monitoring your activity is essential on the road to excellence. There are a variety of metrics used to evaluate your social media footprint and benchmark your success. Engagement, followers, and impressions all define different aspects of your content's success. To break down the three; an engagement refers to the number of people commenting on and sharing on your posts, an impression is the number of people that have viewed a particular post, and a follower is a page or person that has liked or followed your page. Simply put, a great indication of social media success is the amount of followers on each of your pages.

EXCEED

Whether you are a social media novice or veteran it can be easy to fall into stagnant social media practices. While it is critical to find a social media routine that works for you, don't forget to exceed your audience's expectations by blending in a variety of content. If you find yourself pushing financial news try to pepper in lifestyle pieces that your audience can relate to. Although easy to do, don't limit yourself solely to status updates. Try to focus your pages on a variety of content, mixing in photos and posing questions to your audience.



webinar schedule

Social Organization: How Centers of Excellence, Collaborative Management & Seamless Enterprise Structures are Working

Hosted by Social Media Today

Available On Demand

Watch here: <http://bit.ly/1eh7iaT>

Too Many Platforms: The Next Wave of Social Management

Hosted by Social Media Today

March 4 @ 9am PST / 12pm EST

Register here: <http://bit.ly/1juDybn>

The leverage and influence social media gives citizens are rapidly spreading into the business world.

-Simon Mainwaring, Founder of We First

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MARKET WATCH

5 WAYS SOCIAL MEDIA IS CHANGING FINANCE

BY JENNIFER OPENSHAW – 1/6/14

"The way you make choices has changed.

Want to find the restaurant serving the best steak, the clothing shop with the best-fitting jeans, or the dentist with the happiest patients? The information is all online, enabling you to see ratings, reviews, and to engage with like-minded consumers.

That isn't the case just yet in the financial industry.

Why? Because the financial industry's use of social media tools is still a work-in-progress. Technology is evolving rapidly. But, somewhat ironically, the use of social media in the financial space has been hampered by federal regulations aimed at protecting investors...."

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WEALTHMANAGEMENT.COM
FOR ADVISORS, SOCIAL MEDIA COMES OF AGE

BY LAUREN BARACK – 2/11/14

"Winnie Sun had a gold rush of clients fly through her doors in 2013, all brought in, she says, thanks to her social media presence. At least 40 new clients came in last year alone. All told she attributes her social media efforts to landing more than 100 clients for her firm, Sun Group Wealth Partners. A \$31 million client found her through LinkedIn.

"In 2014 we'll probably be using [social media] harder," says Sun, based in Irvine, Ca. "I'm on Twitter, Facebook and LinkedIn approximately three time a day, sometimes more."

Statistics lean to 2014 as the year reps acquire a new lead over social media. Forty-nine percent of financial services professionals say they've signed a new client over social networks, according to an October Putnam Investments Survey of 400 professionals. And they aren't just small fry; some 29 percent had acquired a client via social media with more than \$1 million in assets..."

CLICK HERE TO READ THE FULL ARTICLE

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

