



Social Media Marketing for the Everyday Advisor

By Kristen Luke

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Some of the most effective advisors are marketing using blogs, internet radio, video blogs, e-books and Web-casts to attract clients and gain exposure. But what about those advisors who would like to dip their toes into social media marketing without too much fuss? For those advisors, social media enhance and expand marketing already in place.

The Strategy

The basic social media marketing strategy is simple: connect with people and then provide them with compelling content that will make them want to learn more about you and your business. That's really all there is to it.

You can accomplish this strategy in just two steps. Choose the right social networking sites to reach your target market, and create content to motivate the audience to learn more about your business. While tactics will vary, this general strategy can be applied to most forms of social media.

Step 1: Find Your Target Market

Unless your target market is over the age of 65, you should be able to find plenty of networking sites with potential clients. Even if your target market is over 65, there is still a chance of finding some prospects on social media sites. If you are not a social media marketing guru and don't have the time to maintain profiles on several sites, you should find one or two sites that work for you. [Wikipedia](#) has a list of major social networking websites you can browse to determine which ones might be the best for finding your target demographic.

Once you have picked a few sites that sound like they might be good, visit [Quantcast](#) for specific demographic information. You will find information about users' age, gender, education, and income which will help you determine if a site is right for you. Don't assume that just because a site is popular, it will be effective for you. If your target



market is Baby Boomers, a site like [Eons](#), which is designed for Boomers, will probably be a lot more effective than a popular site like [MySpace](#).

Don't overlook micro-blogging sites like [Twitter](#) which brings millions of people together into a community. If all of this is still too much research, [LinkedIn](#) is a good place to start, since it caters to affluent business professionals, an appealing demographic for most advisors.

Once you have chosen a site, start connecting with as many people as possible. Each site has its own mechanism for doing this, so you will have to take time to learn the ins and outs of the site you have chosen.

Step 2: Provide Compelling Content

If you aren't interested in creating new content just for your social media marketing strategy, you can leverage your existing marketing. Take inventory of your marketing.

- Do you host any events, live or online, for your clients or prospects? If so, you can promote your events on your chosen social networking site.
- Do you write articles for your client newsletter? Submit links to these articles for discussion.
- Do you host a radio show? Ask the station to provide you with a copy of the recordings to post on your social networking site profile page.
- Have you made a television appearance on the local news? You can embed the video in your profile or share the link with a group.
- Do you have PowerPoint presentations or other documents that you use as marketing tools? Applications like SlideShare can share these documents and slides with your network.

Each site has its own idiosyncrasies and you may not be able to accomplish all that I have discussed, but in most cases you can easily integrate your current marketing with social networking sites.

Choose compelling information to share with your network. Rarely does a prospective client choose an advisor after one interaction. The key to social marketing success is to entice the prospect to visit your content over and over again. Eventually, you will be regarded as a trusted subject matter expert.

Kristen Luke is the Principal of Wealth Management Marketing, a firm dedicated to providing marketing advice and support for financial advisors. Kristen works with independent advisors to develop effective marketing plans and provides the back office



support required to implement the strategies. For more information, visit www.WealthManagementMarketing.net.

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