

HOW CAN YOU USE SOCIAL MEDIA TO PROMOTE NEW PROSPECTIVE CLIENTS?

OVERVIEW

Professional advisors are finding it harder to find, and connect, with new prospects through conventional methods like word-of-mouth marketing. Furthermore, advisors, who have been slow to adopt social media, as a way to build their network of new prospects, are finding themselves unable to connect with millennials and young gen-X'ers who find the conventional prospecting methods a thing of the past and rarely pay attention to anything outside of social media.



DETAILS

This is an opportunity for you to offer an educational hour about any topic that you think your future clients may be interested in attending at one of your local coffee shops. This is a way to grow your network/client base.

WHAT TO EXPECT:

1. Invite future prospects. Invite people you already know by Facebook, LinkedIn, and/or Twitter friends.
2. Suggested Events: Coffee shops, Golf outing, Tailgate parties, participating in fundraisers (Breast Cancer Awareness)
3. Express the event will last for 1 hour with coffee and education
4. \$10 Gift Card for those who attend for buying drinks
5. Be prepared, be informative and be interesting
6. Have a thank you packet for attending with materials for their review along with your contact information

HOW TO PICK THE RIGHT SOCIAL MEDIA PLATFORM:



Click [HERE](#) for a guide on how to promote an event on social media

For more information contact your brokerage manager at KAFL Insurance Resources.

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