

# Social Media for Financial Professionals

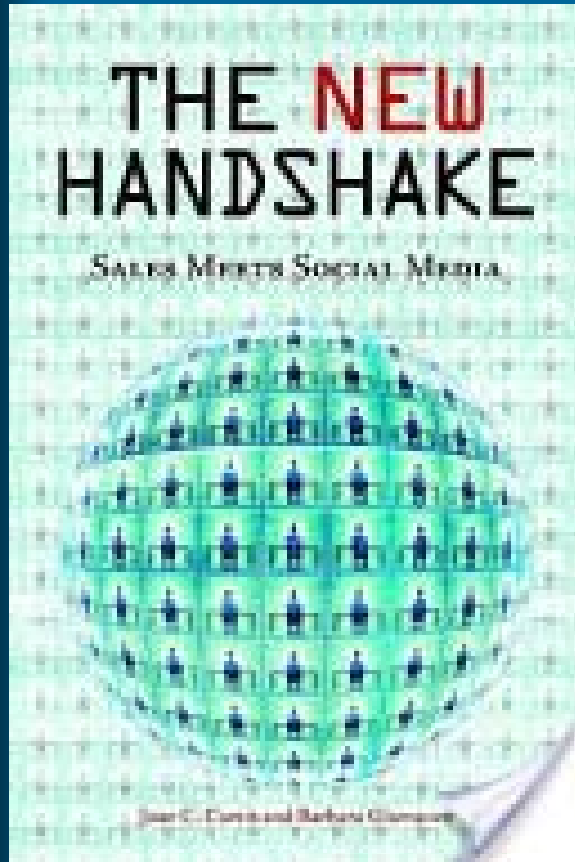


**Linked in**

**Get LinkedIn...NOT  
*Locked Out !!!***

**M. Gwen Gall**  
Recruiting Coordinator, *New England Financial*

I'm not here as a LinkedIn Guru! I'm here to help you utilize it from a Financial Service Professional's Viewpoint!



*If you want comprehensive, dynamic training on LinkedIn – You need to contact:*

**Barbara Giamanco, Co-Author of “The New Handshake... Sales Meets Social Media,” CEO, and renowned speaker/trainer with Talent Builders, Inc. Please schedule Barb for a presentation to your sales team, or as a guest speaker at a sales meeting, or event...404-647-4925.**

# LinkedIn 101...

- *But what about compliance?*
- What is LinkedIn?
- Why should I use it?
- Is it really a business tool?
- *What about compliance?*
- How do I get started?
- Can I grow my practice using it?
- *Okay – but what about compliance?*

# Statistics ...Linkedin...this is NOT Facebook or MySpace!

- LinkedIn started out in the living room of co-founder Reid Hoffman in 2002.
- The site officially launched on May 5, 2003. At the end of the first month in operation, LinkedIn had a total of 4,500 members in the network.
- As of December 31, 2011 (the end of the fourth quarter), professionals are signing up to join LinkedIn at a rate that is faster than two new members per second.
- As of February 9, 2012, LinkedIn operates the world's largest professional network on the Internet with more than 150 million members in over 200 countries and territories.
- More than 2 million companies have LinkedIn Company Pages.
- **LinkedIn members did nearly 4.2 Billion professionally-oriented searches on the platform in 2011.**

# More Stats...

- LinkedIn is currently available in sixteen languages: English, Czech, Dutch, French, German, Indonesian, Italian, Japanese, Korean, Malay, Portuguese, Romanian, Russian, Spanish, Swedish and Turkish.
- As of June 30, 2011 (the end of the second quarter), LinkedIn counts *executives from all 2011 Fortune 500 companies as members*; its corporate hiring solutions are used by 75 of the Fortune 100 companies.
- *LinkedIn represents a valuable demographic for marketers with an affluent & influential membership.*



# What does Forbes have to say about it?

The Forbes.com logo is displayed in white text on a dark blue rectangular background. The word "Forbes" is in a large, bold, serif font, and ".com" is in a smaller, sans-serif font below it. A vertical white bar is positioned to the right of the logo.

**Forbes**  
com

*“If you aren't using online social networks in one form or another, you are well behind the productivity curve.”*

*“If you want to stay connected with the people you know and spark professional relationships with those you don't, LinkedIn does the trick.”*

*“First, the perks. LinkedIn is a huge time-saver. Forget **Google** (nasdaq: GOOG - news - people ); within minutes, LinkedIn can rustle up loads of potential customers, vendors and talented hires in relevant industries and disciplines.”*

# It's a New World When it Comes to Prospecting, Gaining Referrals, Connecting with Clients and Branding YOUR Practice!

Skill and grit aren't enough. You can't market yourself, your company, products and services in today's world the way you did 5 years ago...or even 2 years ago.

In the Internet age, keeping up with the competition demands cultivating contacts at warp speed--and that means working your shtick online. Thankfully, there are plenty of tools--many of them free--and more are on the way. All help you stay connected to clients, centers of influence, partners and peers.

Your practice isn't what YOU say it is  
– it's what Google/Linkedin/Facebook  
Says it is!!!

**Newsflash!!! 25% of all consumers have already begun the sales/buying process...WITHOUT you!**

There was a time when the salesperson was the only expert on his/her subject. They were the resource that buyers depended on to educate them regarding their products or services and provide guidance and advice about purchasing.

Now, the **FIRST** place a potential client/consumer looks is the internet! They go there to find what products and services are comparable and to check out websites, online bios, read blogs, tweets, and get feedback from users concerning the product, the service, and the company/firm providing those products and services, in other words... your **COMPETITION**.

You **MUST** be found...once found – you must give the prospect a compelling reason to contact you. Make your online presence impressive.



### *Advisors Must Shift LinkedIn to the Top of Their Social Media Strategy*

LinkedIn is the hands-down preferred mode of social networking for advisors, because it offers plenty of resources to gather client leads and personal privacy.

The numbers are compelling, as 61% of advisors using a LinkedIn account said they have acquired a client through it, says Marie Swift, president and CEO of Impact Communications, citing a Hubspot 2011 survey of 611 advisors. Also, 47% of advisors using a blog said they had acquired a client through it.

**There are 1.123 million monthly searches for ‘financial advisor(s)’ according to Google.** The question is: Are you showing up on the first two pages? If you are not using fresh new content that is properly tagged you are not coming up. Google is very picky about who gets on that first page. You need to have all of the components that they are looking for so you are on those first two pages. *If you do not show up there, you don't exist* in a prospect's mind.

# More...

LinkedIn recently released some eye-opening statistics about how successful financial advisors are using LinkedIn to find clients and grow assets under management. One of the biggest takeaways from the data was the discovery of just how many high-net-worth investors are basically begging to be prospected to by enterprising advisors. And if those stats are even half right, they show enormous potential for financial advisors using LinkedIn specifically and social media generally.

**Here's what their surveys (in partnership with FTI Consulting and Cogent Research) found:**

-- 62% of financial advisors actively prospecting on LinkedIn over the past year converted new clients from that process.

-- 32% of the financial advisors who converted new clients from LinkedIn had \$1 million or more in new assets under management from new clients.

## Still More...

- There are 5 million “affluent investors” with \$100,000 or more in investable assets and 73% of them use LinkedIn to research investment decisions.
- The “ultra affluent investors” with \$5 million or more in investable assets are 157% more likely to trust articles shared on LinkedIn and 37% more likely to trust information shared by their LinkedIn network.
- **Finally, 52% of affluent investors say that they would interact with financial advisors via social media, but only 4% currently are being engaged by financial advisors online.**

# Another Reason to Have an Online Presence\*\*

- **The truth is... if you are not present in the social media world you are losing business.** Two hundred million people are using social media, and they are generally wealthy and educated young adults.
- *This is a perfect pipeline for you to grow your business for years to come. If you're interested in capturing multi-generational assets/wealth...you need to be relevant...and present online. Make sure you're accessible to the adult children of baby-boomers through social media...after all – they can become your clients for life.*
- **\*\*According to a Cogent Research survey of American and Canadian investors with more than \$100,000 in investable assets, more than 5 million high-net-worth investors are currently using social media for a variety of financial planning and investment research activities. Of this group, almost 75% identified LinkedIn as the social media platform they use the most for investment research—more than twice the number who are using Facebook, Google+ and Twitter combined.**
-



# Why Should I Use It?

- Gain credibility as an expert in your field.
- Create business partnerships.
- **Create a referral network.**
- Source new sales opportunities.
- **Pre-sales call research.**
- Keep up to date on trends in your industry.
- Set yourself apart from your competitors.



# Getting Started

- **Check FIRST with your compliance officer/department!**
- Go to [LinkedIn.com](https://www.linkedin.com)
- Set up your profile...make it 100% complete (use professional headshot, get connected with as many people as you know as quickly as you can, seek recommendations for your work, post updates daily or weekly)
- Begin to make connections!

# Who Should You Connect With?

## Before You Connect:

- Consider people carefully and take a minute or so to ask these questions as you review their profile:
- Do they have a strong network themselves?
- How many people have recommended their work?
- How are you connected?
- Are they in a complimentary business or are they a competitor?
- Is there potential for you to refer business to each other?
- Are they active on LinkedIn?
- Do you trust that they will not “spam” your network?

# Relationships Matter...

## Interact First – Sell Second

First personalize your message. This is NOT the time to sell! Your strategy should be to either: 1) connect via someone in your network through a personalized introduction they make for you, or 2) do some homework and personalize your message in such a way that it's focused on them and *their* needs. ***Give them a compelling reason to accept your invitation! Propose ways to help them or provide solutions.***

ALWAYS make the greeting personal – USE THEIR NAME! Find common ground and refer to it (including mutual connections, interests, educational background, etc.)

And remember – unlike “what’s said in Vegas stays in Vegas...” What you post online stays there FOREVER!!!

Now...on to real-time!

Join me on LinkedIn...