

Integrating Social Media into your Digital Marketing Strategy



ENVESTNET®

Catering to the next generation of affluent investors?

You can't go in blind.

Millennial investors expect advisors to be 'always on' and reachable through social media, but publishing random posts doesn't do you any favors. With this guide, you'll learn how to integrate social media into your existing digital marketing strategy, giving you a competitive edge in an increasingly digital marketplace.

The most important thing to remember about approaching social media strategically is that social is only one part of a larger marketing strategy. When you think about Twitter or LinkedIn, you should think about those channels as extensions of the marketing you are already creating for your firm or practice.

There really is no such thing as a “Facebook Marketing Strategy,” there are only ways to use Facebook *within* a marketing strategy.

In the next pages, you will learn a basic foundation that goes into developing a marketing strategy that includes social media marketing. You’ll understand how to apply larger marketing principles to concepts like social media publishing, and building content calendars.

“The goal is not to be good at social media. The goal is to be good at business because of social media.”
– Jay Baer

Source: <http://www.convinceandconvert.com/social-media-strategy/is-social-media-strategy-required-or-redundant/>

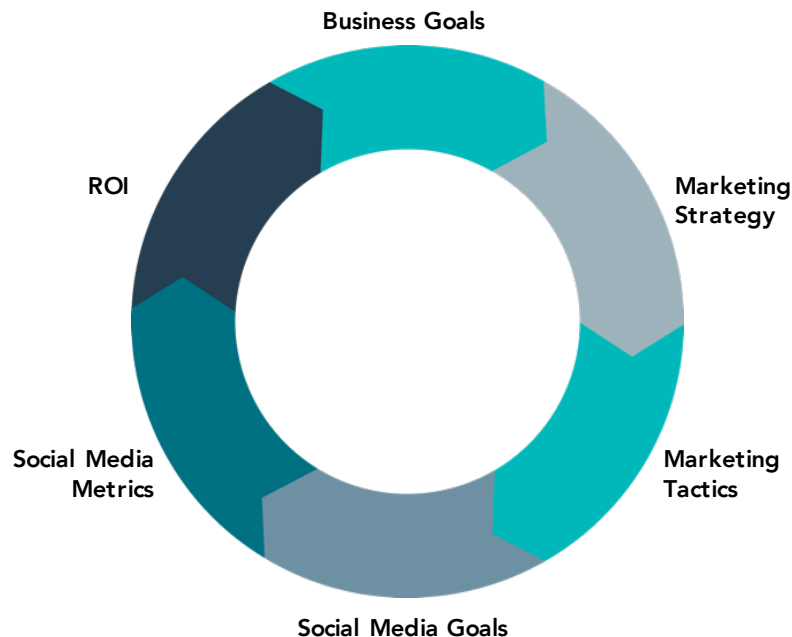
TABLE OF CONTENTS

Getting Started	5
Social Media Strategy Process	6
How Social Fits Into Your Marketing Strategy	7
Developing a Content Calendar	8
Using Social Media Effectively	10



Getting Started

Your goals and approach to social media should be driven by your business goals as a whole. Ask yourself, “What am I trying to accomplish for my firm this year?” Are you growing your client list? Are you focusing on client retention and value add? Are you just getting off the ground and trying to gain attention in the marketplace?



Once you know what your business is striving for, you can set up a series of tactics to help accomplish that goal, one of which will be the creation and support of social media channels. For example, if you are most concerned with growing your list of clients, you might focus on an awareness campaign of national banner ad placements, an eBook detailing the importance of working with a human advisor such as yourself, and a supplemental content effort to promote on LinkedIn and Twitter.

Social Media Strategy Process

Identify the business goals that can be achieved with social media.

Isolate your largest business challenges and look for problems that can be solved by tapping a social media audience. Are you trying to reach a specific set of consumers? Looking for more web traffic? Both can be solved through social media marketing.

Create a content calendar to plan out your publication schedule.

Keep your stress levels down, and your compliance team happy, by thinking ahead. Sacrifice a little speed now to cut down on a lot of mistakes later. Understand what your audience is most likely to be interested in at any given time, and give them the content they're looking for.

Choose appropriate social channels to meet the needs of your specific goals.

Each social channel has its own strengths and weaknesses. Twitter is generally better at driving web traffic, LinkedIn is great for sharing thought leadership and expertise, while YouTube contributes more to SEO. Identify your goal, and take advantage of channel strengths.

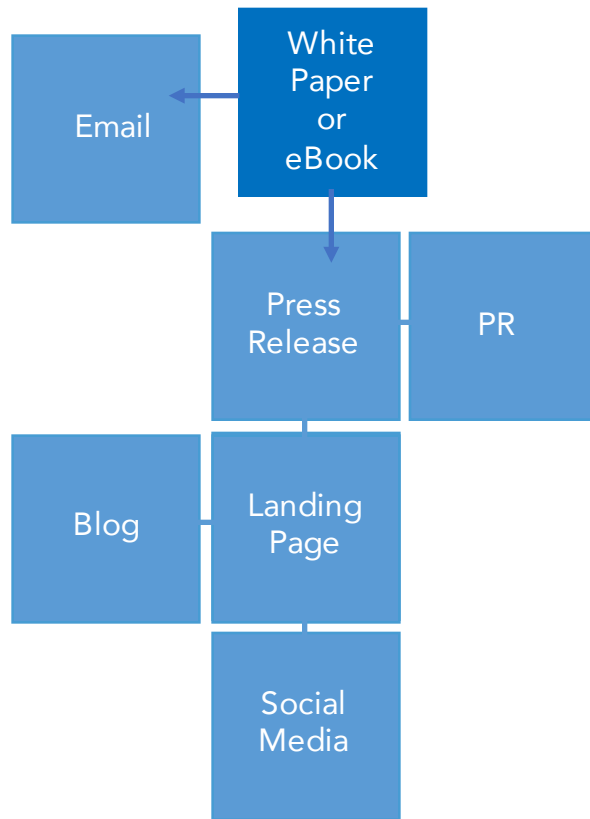
Measure user response and integrate that feedback into your strategy.

Social Media is unique in its ability to deliver real time, detailed feedback. You'll know within minutes how well a post is performing, and you can use that knowledge to understand what you should and shouldn't post in the future. Often, that same knowledge can be applied to other digital efforts, too.

Improve your success by taking what you learned in February and applying it to March, and so on.

Social Media is a constantly-evolving process. Learn from your mistakes and victories, and apply that knowledge to your other efforts. Constantly re-evaluate what you're doing, and figure out what does and doesn't work. Each month should be more successful than the one before it.

How Social Fits into your Marketing Strategy



Social media is not usually effective as a stand-alone strategy for marketing your business. To really show clear ROI on social media efforts, it should work as part of your overall marketing tactics. Social channels should fit like puzzle pieces into the rest of the things you do to market your firm. Let your goals in SEO or web marketing inform what you do on social – for example, if your website highlights your value as a wealth manager, make sure your Tweets do the same. Don't treat social media as a disconnected entity.

At the same time, social media can support and contribute to developing other marketing efforts. Watch how users react to things you post on social media. If they react strongly to a specific topic, you may want to increase the amount you talk about that topic in web ads or in AdWords campaigns.

Developing a Content Calendar

Content Calendars are an efficient way to manage your marketing content, and to ensure that you are making the most possible use of each piece of collateral you develop. Content calendars can be extremely detailed – listing out pre-written social media posts for each day of the week – or very general – planning around major themes and topics for each month or quarter of the year. In either case, it really just comes down to planning.

At the very least, a Content Calendar should keep track of any collateral you create to market your firm. White Papers, blogs, eBooks, videos, email blasts, landing pages – anything you spend time creating can get more attention and more ROI through social media. Simply keep track of what you're publishing, and mark on your calendar when and where to support it through social media.

Planning your social media content in advance keeps you, and your compliance team, ahead of the game, so you're never caught by surprise or left wondering what could be coming up next. On the next page, you'll see a brief example of what a content calendar may look like for a small advisory firm over the course of one month.

Example Content Calendar

		1	2	3	4	5
				eBook Goes Live	Tweet about eBook launch	
6	7	8	9	10	11	12
	Share eBook excerpt on LinkedIn	Tweet about eBook launch	Share eBook excerpt on Facebook	Publish a blog to promote eBook	Post about Blog on Facebook	
13	14	15	16	17	18	19
	Post about Blog on LinkedIn	Record video speaking about book	Share video on Facebook	Share video on Twitter	Tweet about blog post	
20	21	22	23	24	25	26
		Tweet a link to the eBook		Post eBook link on Facebook	Sneak peek of upcoming topics	

In this example calendar, our advisor is publishing a new eBook in the beginning of the month, highlighting the value of working with a human advisor over an automated solution alone.

Once the eBook has been published, it is then being supported on social media through a series of video, image and content posts designed to increase reach and drive more people to download the eBook. Eventually, the goal of these efforts is to start an actual conversation with the advisor.

Each social channel is being tapped during peak hours and days, to maximize ROI.

Using Social Media Effectively



Facebook

Ensure you're operating a company page, not a personal page. Focus on light concepts and information that less-educated, new investors may be interested in. Avoid complex ideas or controversial ideas – this audience is quick to argue. These users rarely click, so don't count on a ton of web traffic. Showing off your corporate culture also bodes well on this channel.



Twitter

Twitter is all about sharing, sharing, sharing. Curate interesting news from across the web, and sprinkle in your own links and marketing. Twitter users love reading lengthy content from smart contributors, but only if you give them that content in a mobile-friendly form. Be the first to reach out to someone else and forge new connections.



YouTube

The power of YouTube as an SEO booster and traffic generator cannot be denied. Take time to record short videos answering common questions, or share insight on market trends. Upload videos as often as possible, and share them across your other social channels.



LinkedIn

As the "Business Conference of the internet", LinkedIn is all about who you know. Make use of your rolodex and connect with as many peers, clients, and past employers as you can. Making a splash on LinkedIn requires getting attention from the right people, so save your best content for this network, and make sure it's seen by the most active connections you know.

For additional insight and strategy for social media marketing, check the Envestnet Institute. We frequently update the advisors' resource center with in-depth social media guidebooks.

Comments or Questions?

Learn more about social media compliance, best practices and next steps in growing Twitter, and your other networks at <https://www.envestnetinstitute.com/>.

Disclosure: The information contained herein has been obtained from sources believed to be reliable, but its accuracy and completeness are not guaranteed. Envestnet reserves the right at any time and without notice to change, amend, or cease publication of the information. It has been prepared solely for informative purposes. Envestnet may also make improvements and/or changes in the products and/or the programs described in this information at any time without notice. News feeds, market quotes, and other links on this Web site are provided by independent third parties and are not guaranteed to be accurate, complete, or timely. Neither Envestnet nor independent third-party providers shall have any liability, contingent or otherwise, for the accuracy, completeness, timeliness, or correct sequencing of the information, or for any decision made or action taken by you in reliance upon the information. The news, market quotes, and links provided are shown for your convenience only. Linked sites are independent and are not owned or operated by Envestnet. Envestnet does not endorse any linked sites, nor does Envestnet guarantee the timeliness, accuracy, completeness, or adequacy of any information posted on the linked sites. Envestnet does not necessarily agree with any opinion, outlook, or forecast stated on any linked site. Envestnet reserves the right to terminate, modify, or change the links, news sources, and market quote sources at any time without notice. Performance data contained on this Web site represents past performance, and the investment return and principal value of an investment will fluctuate over time and may be worth more or less than their original cost. Any historical performance quoted should not be viewed as representative of future performance. For Financial Professional Use Only - Not For Distribution To The Public.