



Thought Leadership in Action for Life Insurance

An Innovative Social Media Strategy to Help Grow Your Business



Gabriela Cevallos

Pacific Life

Sr. Social Media Marketing
Specialist

Gabriela.Cevallos@PacificLife.com
(949) 320 – 3770

Broad Market Sales Desk

LynInternalSales@PacificLife.com
(844) 238-4872, Option 3

Many people today would agree you don't have to be a marketing expert to understand the value of using a targeted outreach strategy to grow a business. Here's an excellent opportunity to focus on using outreach to expand your digital footprint. To accomplish this, turn to social media.

Pew Research surveys found that 72% of Americans use social media.¹ With an effective social strategy, business owners can get those users to stop scrolling and pay attention to what you have to offer. Follow these six steps for an innovative, effective social media campaign.

Step 1: Do Your Research

To begin, you need to identify the audience you'd like to target. The more you narrow your focus to a specific demographic, the greater your chances of success on social media.

Different people have different social media habits, and certain platforms offer the opportunity to target exactly who you want. Think about who you'd like to address with your social media campaign this month, specifically:

- Geographic location
- Age range
- Income range
- Education level
- Lifestyle, including if they are married or have children
- Hobbies

1 Source: "Social Media Fact Sheet" PewResearch.com. June 12, 2019 <https://www.pewresearch.org/internet/fact-sheet/social-media/>

The more you understand your ideal audience, the possibility of more success you'll have in crafting your messaging to catch their attention. Remember, it's helpful to present solutions to their problems or provide entertainment that they can relate to and enjoy.

Step 2: Pick the Right Platform

A common mistake in social media marketing is trying to do it all at once. Instead of posting on every digital platform, pick the one that your target audience uses most. For example, if you're interested in gaining younger adults as clients, consider Instagram. If you want to reach retirees, Facebook may be a better bet.²

Although new social media accounts may start as personal accounts, you may want to switch to a business account if you haven't already so that your business posts are separate from any posts you share personally.

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Step 3: Plan Out Content

Before you begin your campaign, it can be helpful to sit down and brainstorm a content plan. You don't want to make it halfway through the month and get too busy to continue. Not only is overall consistency beneficial, but you'll want to create a variety of posts that are specific to your audience.

Some ideas for content include:

- Educational blogs
- Visuals with inspirational quotes
- Funny or entertaining posts
- Short videos

Users may keep scrolling if they don't connect with something of value to their lives. Be creative and consider partnering with organizations that are already connected with your target audience online such as Life Happens (lifehappens.org).

Step 4: Post Daily

If you haven't embarked on a social media campaign before, daily posts may seem overwhelming. But if you've planned out your content in advance, you can use tools like HootSuite to automate the process.

2 Source: Jenn Chen “Social Media demographics to inform your brand’s strategy in 2020” Sproutsocial.com. August 4, 2020
<https://sproutsocial.com/insights/new-social-media-demographics/>

Posting every day will also make it more likely that your target audience will organically see your content. Consider if you can offer a teaser or free content to motivate engagement that will expire at the end of the month to motivate people to act fast.

Step 5: Turn Posts into Ads

Naturally, some posts will attract more interest than others. Keep track of your analytics so you can see what gets shared or receives comments and likes. Pay attention to your posts overall reach for insight on what is most engaging.

When people naturally engage with your posts, it's an indicator that you have succeeded in creating emotion in your audience. Research shows that albums or carousels of photos paired with short, emoji-filled captions are the most engaging posts.³ These are the posts that you can turn into ads or sponsored posts. If you're using Facebook or Instagram, Facebook Ads Manager can help you compare the cost per click of your ads.



Step 6: Follow Up with a Specific Offer

As you grow familiar with the back end of your business social media account, you'll see there is an opportunity to reconnect with everyone who has engaged with your ads. This strategy is known as retargeting.

Create a specific offer for your retargeted ads. For example, try offering a limited-time discount if they mention the ad. While the rest of the content should avoid sounding too sales-y, this is an opportunity to be direct about what you can provide.

Remember to Keep Testing

Social media outreach involves planning and strategy, but there's also a degree of experimentation necessary for success. Even when you have an in-depth understanding of your target audience and create content that adds value to their lives, you may not always be able to predict which posts result in the highest engagement.

It can be a good strategy to keep an eye on the data so you can analyze what type of posts work better than others. Think about testing different formats, and then maximize your success through paid ads and retargeting. Try incorporating some of these strategies into your social media plan to grow your followers and keep your audience engaged.

³ Source: "Social Media Content Study" SocialInsider.io. August 25, 2020. <https://www.socialinsider.io/social-media-studies/Socialinsider-Planable-2019-Captions-Report.pdf>

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