



Facebook is the most-used social platform out there, with 68% of 50-64 year olds active on it.

Facebook for business will allow you to enhance your social media marketing, create leads and drive traffic to your website all in one user-friendly place meaning there's no need to outsource scheduling tools, sponsored campaign managers or analytics trackers! Follow our top tips for making the most out of the tools that Facebook has to offer.

Plan ahead

Facebook is one of the few platforms that allows you to schedule your content in-house. Scheduling your content saves time and allows for more efficient planning.

Learn more about your target audience

As you post more often, internal analytics tracking will allow you to get to know your followers even better. The analytics tool offers a variety of information including your followers' ages, gender, occupations and even what time they're online.

Be responsive

Visitors to your page will be able to see how quickly you respond to your private messages. It's often reassuring to see that a page responds quickly due to the nature of social media which is built on being able to access information.

Avoid confusion

In the equity release industry, a lot of your communications could be considered financial promotions and these must be as clear as possible. If you're ever unsure about how compliant your posts are, check with your compliance team if you have one, or find information on the FCA website.

www.fca.org.uk

Keep content varied

It's important to mix your sales based content with posts like industry related news, pictures you think your audience will appreciate and blog posts. Think to avoid your followers from **feeling 'put off' by a sea of sales posts**, but also to show off your brand personality.

Explore Ads Manager

Setting aside a budget for your Facebook page could mean quicker results. Ads Manager allows you to target potential customers specifically by their age, gender, interests and more.

Responding to negative comments

Comments on your social media pages should always be acknowledged. If you receive a negative comment, acknowledge it, apologise for the inconvenience, try take the complaint off the public forum and deal with the issue privately.



Advise Wise Tip

Provide useful contents to your audience, use industry statistics and educate your demographic explaining the key aspects and benefits of your service/products. Ask clients to review your service on your Facebook page, this will help your brand trust and credibility.

 ADVISE WISE

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