

SOCIAL MEDIA

Strategy

People do business with those they know, like, and trust!



ROCKSTAR FAMILY
AN INTEGRITY II COMPANY

POST DAILY ON ALL PLATFORMS // SCHEDULE

8-9AM // SHARABLE POST

Post something your followers will want to share! Ex. Motivational quote, dad joke, Scripture, meme, etc. Ask your followers to SHARE or tag someone that comes to mind.

11AM // REEL

Post a reel that people can relate to, it can be inspirational, mindset, life tip or hack. Something people will react and engage with.

12-1 PM // GO LIVE

This is a short live that adds value to your audience. Share a finance tip, do a quick recipe demo, fold a fitted sheet, educate on a topic, leadership talk, etc. Ask your followers to share if they found it valuable. If it makes it easier for you to stay on track & prepared use a theme for each day.

3-5 PM // REEL (2)

Make a post that adds value to your audience and also encourages their interaction. Recreate content from your personal development, the live you did at 12 pm, your fav animal and how its characteristics relate to business, fav book, fav motivational speaker past or present, fav podcast moment. Ask your followers to share their fav in the comments.

9PM // INFORMATIVE POST

How this agency has changed your life. Why you chose to be a part of this company. How this agency is helping families and business'. Ex. we are a family, personal development, time freedom, change your family's financial future, work from anywhere, agency culture, etc. Share anonymous, real-life examples of client's you're able to help protect their retirement, save \$ on life insurance, get coverage for the first time, etc.

BUILD YOUR AUDIENCE // ADD VALUE DAILY

Building on social media is about building genuine relationships. Grow your audience by finding your ideal clients and interacting with your current followers- Add value to their content daily - Comment and like their posts! Join FB groups based on what you're interested in- mom-groups, running groups, business networking, underwater basket weaving- whatever you love! The key is to make GENUINE connections.

50 comments daily on each platform- Facebook, Instagram, TikTok

SOCIAL MEDIA

Scripts



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GROW YOUR AUDIENCE // ADD VALUE DAILY

Use recommended friend lists and groups to grow your following. Find people with whom you have at least 5 mutual friends in common. Go to their page, love a few of their post, then send a friend request to them. Make sure they are not agents from other organizations, rockstar agents are fine, but they are not potential client material and you can only have 5k friends before FB cuts you off.

25 new friends daily on each platform- Facebook, Instagram, TikTok

DM AFTER ANY INTERACTION ON YOUR POSTS

Hey NAME! Thanks so much for liking/commenting on my recent post. I wanted to send you a quick message to let you know as a Financial Coach, I help families and small businesses! Do you have any questions about life insurance or retirement I could answer? Hope you're having a great week!

"NO THANKS/ I'M NOT INTERESTED"-

No worries, whatsoever! Glad you guys are taken care of! Now that you know what I do, please send your fam and friends my way! I would love to take care of them!

"I ACTUALLY DO HAVE SOME QUESTIONS ABOUT LIFE INSURANCE"

Great! I would love to answer them! Here is a link to my calendar! Pick what time works best for you this week and we will hop on a quick Zoom together!

"I DON'T WANT TO GET ON A ZOOM!"

I totally understand, no worries at all! Some people aren't comfortable with Zoom! What is your phone number? Would this afternoon or evening be better for me to give you a quick call?

DM AFTER COMMENT/QUESTION ABOUT A SPECIFIC POST

I saw your comment! I would love to answer your questions and look at what options you have! Would this evening or Thursday be better for you?

Them- Thursday!

You- Great! Would 6:30 or 8pm work best for you?

Them- 8pm

You- Perfect! I'll send you the link to our Zoom and we look forward to seeing you and your spouse then!

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DM AFTER INTEREST IN WORKING WITH US

I would love to talk with you further about our agency! Would this afternoon or evening be best for me to give you a quick call?

DM RESPONSE TO BUSINESS OWNER

Hi NAME! It's great to connect with other YOUR CITY business! As a local agent, I'd love to explain how our agency helps small business owners provide an innovative solution for benefits for their team at no cost to the owner! Would you be interested in a quick phone convo to see if our agency would be a good partner for your team? Have a great day!

- YOUR NAME

IMPORTANT REMINDERS

- + Love and Reply to EVERY comment you receive! Be a good social media friend! :)
- + Before going live, spend 10-15 minutes engaging (commenting/loving post on your news feed).
- + Respond to comments on your post, but wait 10-20 between each response to push your content back to the top.
- + No need to tag people in post unless they are actually in the picture, people will start unfriending and unfollowing.
- + Send a DM to EVERY person who comments, likes, or views your content. It is not cold messaging if they have interacted with your content in any way! Use script to determine best message to send!
- + Always answer questions and give quotes via Zoom or a phone call, NOT through DM's! Your face, voice, and smile are your best-selling features! Stand firm to this!
- + The goal is to simply book an appointment through a DM!



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