Marketing Tip: How to Keep Your Agency Active on Social Media

What we've heard: Last year, Pew Research Center reported that 69% of American adults said that they use some type of social media to connect with one another, share news updates and entertain themselves. Based on popularity alone, social media is a great space to share messages. But, that's not the only reason – posting content is free, it helps keep you top of mind, and most importantly, it's easy.

How we help: We know that many of our agents have social media channels, but building your presence can get left behind when you're focused on building your business. That's why our goal is to provide our agents with tons of great content to stream content straight to your channels, and stay social.

For your convenience, we've developed a social media cheat sheet that you can use to boost your activity and get the most out of your content.

Click here to download and print the cheat sheet below.

Your key takeaway: The key to staying social is sharing great content, but it doesn't have to take a great deal of time. We want to make it easy to build your social media presence while you build your business by offering tips and tricks that your agency can leverage to stay active. And, you can leverage content that's already created from Frankenmuth Insurance's Facebook, LinkedIn, Twitter and YouTube pages to reach your customers.

Questions? Feel free to send an email to marketing@fmins.com at any time.