

Marketing Tip: Let's Talk About Social Media Content You Can Download Now



What we've heard: Entrepreneurs everywhere are using social media to keep their company top of mind, and Facebook continues to be the most popular platform. In fact, [97% of advertisers chose it](#) as their most used and most useful channel – which could be why there are more than 65 million local business pages on Facebook.

How we help: At Frankenmuth Insurance, we know many of our independent agents have Facebook pages. We also know that when you're busy managing your business, sometimes social media marketing can take a backseat. And that's where we come in.

But social media drives 37% of purchase decisions. So we've created content you can use to better position your expertise to current and prospective customers. To take advantage, simply visit the new Social Media section of our Print on Demand (POD) site, which is accessible from Agency Services under Resources. There, you can choose from two social media series and use them to effortlessly extend your agency's online presence.

For example, there are five posts that explain the benefits of working with an independent agent:



Status: As your independent agent, we promise to be a partner who keeps your coverage comprehensive. Because not only are we near you (hi, neighbor!) ... we know you.

And nine posts (plus an additional visual option to choose for each post – for 18 total) containing questions to ask an agent (which will hopefully get potential policyholders talking):



Status: Not sure how much life insurance you need? For an easy estimate, crunch the numbers with this calculator: <https://bit.ly/FIlife>. Then, start a conversation with your independent agent.

Your key takeaway: Visit our POD site to download the “Ask an Agent” and “Why Work With an Independent Agent?” series – both of which include custom visuals and status updates. Once a week, pick one to share on Facebook (and even Twitter), and you'll start engaging and educating your unique audience. Interested in boosting a post from your agency's Facebook page? [Here's how](#).

Questions? As always, you can reach out to us at marketing@fmins.com.