

# **FPA:** Growing a Business Entirely Through Social Media Marketing

By: Thomas Kopelman



# About Me



- Butler Alum - Marketing and Finance
- Co-Founder Of AllStreet Wealth
- Financial Planner for Millennial Business Owners and those with Equity Comp
- Named a Top 100 Advisor By Investopedia in 2022
- Named a Top 23 Millennial Financial Planner by Business Insider

# What We're Going to Cover

- ▶ Why Social Media Marketing?
- ▶ How and Where to get started
- ▶ How to create new content constantly
- ▶ Why creation of good content is not enough
- ▶ Do's and Don'ts of content marketing



# ▶ The Traditional Way Of Selling

- ▶ I started just like most of you probably did at a Broker Dealer
- ▶ Taught to go to every networking event, wedding, etc and walk away with as many leads as possible
- ▶ I hated it and I hate being sold to
- ▶ If financial planning and advice is so valuable, why are we trying to sell to everyone we know vs attract the people that need us?
- ▶ Hint: We shouldn't need to

# ▶ Why Social Media Marketing?

- ▶ Almost 50% of investors say social media impacts whom they hire as a financial professional
- ▶ 20% of investors across all ages, income and assets said that an advisor's social media was their sole deciding factor in the decision-making process when evaluating a financial professional
- ▶ Some 23% of Gen Z said they wouldn't even consider talking to a financial professional if they didn't have some type of social media presence and I think that's only going to increase.

# How Do You Find Professional?



- ▶ This is just the beginning
- ▶ How do you find your next doctor, dentist, chiro, contractor etc?
  - ▷ You look online, google reviews, yelp, etc
  - ▷ Social media for advisors is not different

# ▶ How The Journey To Becoming A Client Is Different For Advisors

- ▶ It is not like selling a t shirt, people will not just see your post and become a client
- ▶ It is a high ticket item
- ▶ Average time to turn someone into a client is about 1.5 years
- ▶ Goal with content is to stay in front of people, educate them, show them you can solve their problems, so once they hit a pain point they reach out to you to solve it

# ▶ How To Get Started

- ▶ Step 1: Pick a nice
  - ▷ Most people worry about losing out on other clients, so they never actually do this
  - ▷ Why is it so crucial?
    - ▷ If you don't pick a specific segment of people to speak to, you will end up speaking to no one
    - ▷ It is so hard to talk to millennial business owners, retirees, and doctors at the same time



# Step 2: What Are Their Main Problems?


- ▶ You have to understand this segment of people better than anyone else
- ▶ What are their pain points, problems, etc?
  - ▷ This is where you start with your content
  - ▷ Listen in every conversation, client meeting, etc and take down notes on every question. If one person is asking it, many are wondering the same thing

# Step 3: Pick One Form Of Content To start

- ▶ Most advisors come out of the gate trying to do too much
- ▶ You don't need a newsletter, podcast, blog, and YouTube channel all at once
- ▶ That is way too much, and you will just be average at all of them
- ▶ Instead, start with one form and become really good at it
- ▶ Once it is natural and quicker, move to the next
- ▶ Pick the one you would enjoy the most!



# Step 4: Figure Out Where They Live Online

- ▶ All audiences live in different places
    - ▷ Some on Facebook, Twitter, LinkedIn, Youtube, etc
    - ▷ Create and distribute where they are at
    - ▷ Start with 1 maybe 2 social platforms at first and really nail them down
    - ▷ How you create and distribute on each platform is different, you have to learn what works on each
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# Step 5: Create A Social Media Calendar

- ▶ Too many advisors have no schedule, no regular occurrence, etc. This is a recipe for disaster
- ▶ Start with something manageable and expand from there
- ▶ My calendar when I started:
  - ▷ One blog post a week on Wednesdays and post about it on Twitter and LinkedIn
  - ▷ Monday and Friday another social media post
  - ▷ Started there until this became natural

# Step 6: Expand Content

- ▶ Once that all becomes easy to do, add another form of content
  - ▷ Could be a podcast, newsletter, videos, etc. but add one, get good at it, move to the next one
  - ▷ Continue to also add more to your social calendar
- ▶ My Current social calendar
  - ▷ Post on linkedin 1x a day
  - ▷ Post on Twitter at least 3 times a day
  - ▷ 1 Thread a week minimum on twitter
  - ▷ 1 newsletter a month from my personal and 1 for AllStreet prospects

# ▶ How To Win With Content

- ▶ Creating good content is not enough
- ▶ You are constantly fighting for people's' attention
- ▶ There is so much content out there, you have to stand out
- ▶ So how do you do that?
  - ▷ Write in the way your audience talks, not how advisors talk
  - ▷ Make it simple, you do not want them to have to google a work you said (they won't, they will stop reading)
  - ▷ Focus on the hook

# ▶ How To Win With Content (Cont.)

- ▶ Which is more interesting?
- ▶ Option A: HSA's are great wealth building accounts, here's what you need to know about them
- ▶ Option B: Everyone knows and loves the tax benefits of ROTH IRA's, 401(K)'s, etc. but what most don't know is there is an account out there that blows both of them away with its' tax benefits. Here's what you need to know about HSA's.

# ▶ It's All About The Hook

- ▶ Most advisors write good content, but then just post about it in 1 minute
- ▶ The post about the content is half the battle
- ▶ You should be spending almost as much time writing the post/hook as creating the content



# ▶ Hooks That Work



**Rachael Camp, CFP®**

@camp\_wealth



Debt enslaves 55 million Americans to their 9-5 every year.

Here's a dead simple strategy to break free:

7:30 AM · Aug 31, 2022 · Typefully

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**24** Retweets   **6** Quote Tweets   **166** Likes

# ▶ Hooks That Work



**Thomas Kopelman**  @TKopelman · Mar 2

Replying to [@TKopelman](#)

Whether it's videos of 14 year olds sharing how you can make 100% daily returns in crypto

Or blog posts telling you to never use your 401(k) because it's a scam

It is safe to say the internet is full of terrible financial advice

Here are the ones that make me cringe the most



# A Huge Missed Opportunity for content creators

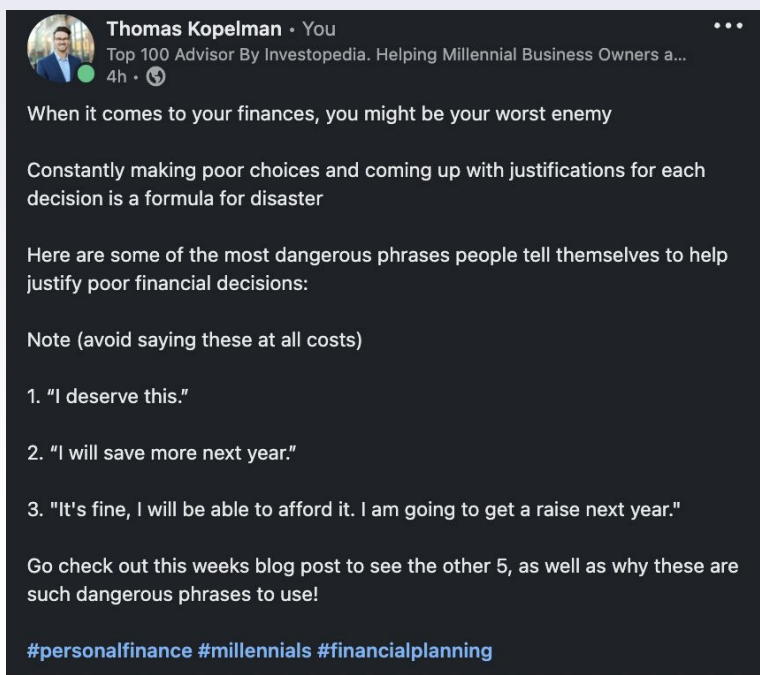
- ▶ Most get started and create a bunch of meaningful content
- ▶ And as they do that, their audience grows and those new people have never seen your old content
- ▶ Plus less than 25% of people see each post and most will not remember it
  - ▷ Reuse and repurpose old content
  - ▷ Repost an old blog
  - ▷ Cut up the blog into 5-10 social media posts
  - ▷ Retweet old tweets that did well

# Repurpose Your Content

- ▶ Make sure your content and how it is posted is done in the best way for each platform
- ▶ Let's walk through how I get a blog post out there to my audience
- ▶ Wednesday morning comes and blog goes live on my website for people who follow along

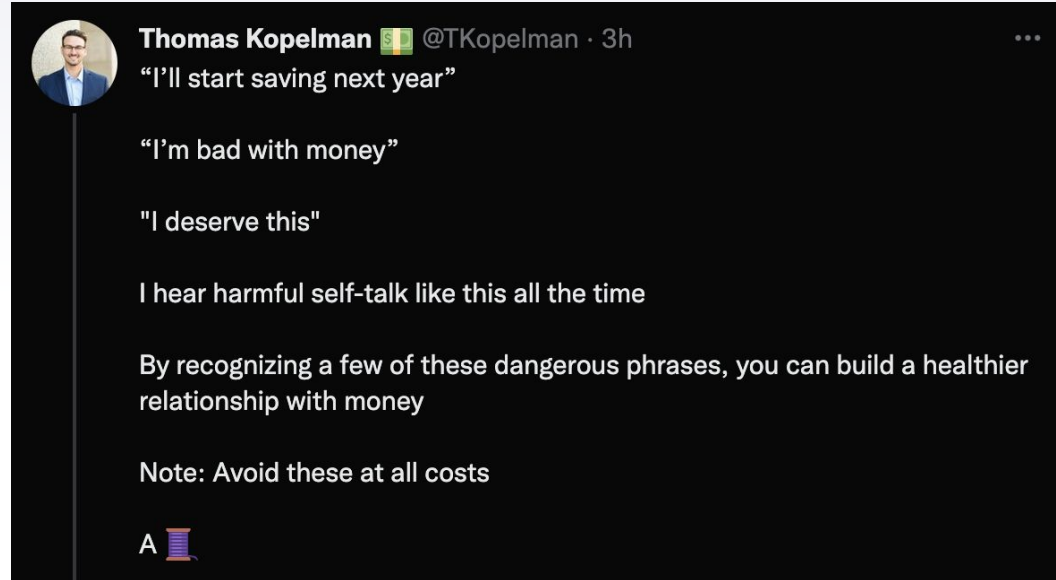
# Post Blog On LinkedIn

- ▶ Intro and add a few points to grab attention
- ▶ Drop link in comments to read full post
- ▶ Know that many will not leave the platform
- ▶ They know you know about said topic and that is key



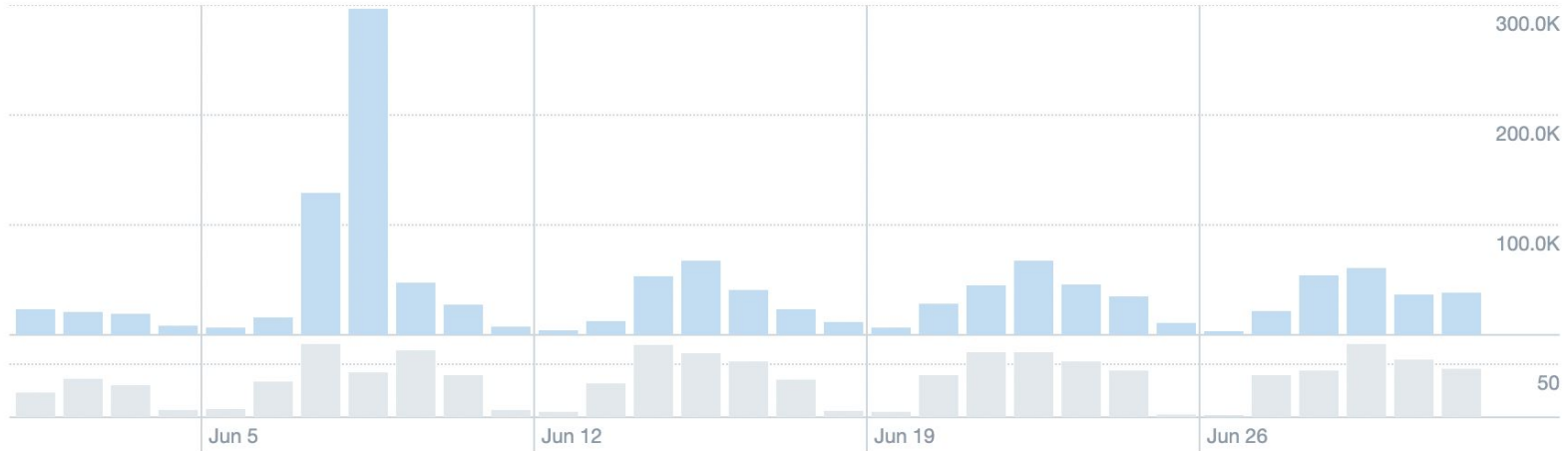
# Post Blog On Twitter

- ▶ Hook them right away
- ▶ Don't use links
- ▶ Post entire blog into thread that is native on the platform



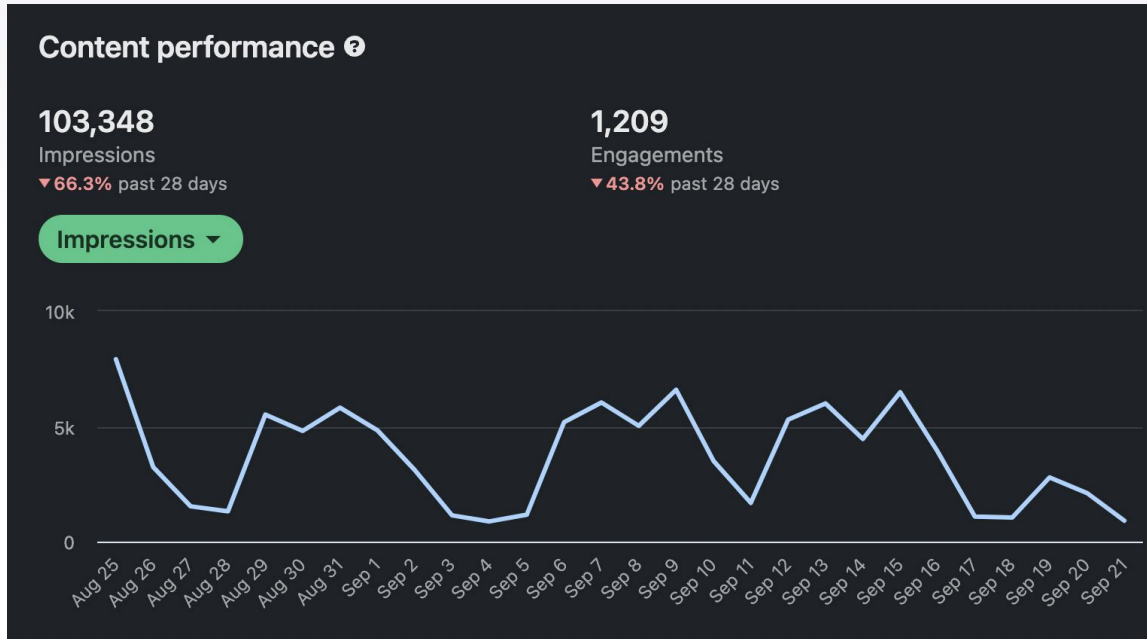
# Track Progress Twitter

Your Tweets earned **1.3M impressions** over this **31 day** period



<https://analytics.twitter.com/>

# Track Progress LinkedIn



<https://www.linkedin.com/analytics/creator/>



# Do's of Social Media

- ▶ Start small become great at it, and expand
- ▶ Write in your audience's voice/words
- ▶ Come up with a schedule and stick to it. Content compounds
- ▶ Be yourself, people are trying to get to know you and if they would like working with you. Add personality when you can
- ▶ Try new things, do not just assume what works for others will work for you

# Do's of Social Media

- ▶ Give yourself a lot of time for this to work
  - ▷ It takes on average a year before any traction will happen and 2 years to really start driving people to your business
- ▶ Make your content visually appealing. Do not write in long paragraphs, add spacing
- ▶ Do what you enjoy and make it fun!
- ▶ Comment and engage with others

# ▶ Don'ts of Social Media ❌

- ▶ Post links everywhere
- ▶ Copy other people's stuff
- ▶ SPAM people in their DM's
- ▶ Start and stop whenever you are busy
- ▶ Give up after a few months of no traction
- ▶ Buy followers

# Some Other Quicks Wins To Help

- ▶ Have a website looks nice and speaks to your niche
- ▶ Get quoted in the media to help be seen as a subject matter expert
- ▶ Get your google reviews up from clients, it's an easy way to stand out
- ▶ Have great deliverables for your clients
- ▶ Follow a plan, keep your head down, and do it for 2 years. See where it takes you

# Recap

- ▶ This is the exact framework I have used to drive 70 prospects this calendar year to AllStreet Wealth
- ▶ Take this, make it your own, and create a winning content marketing strategy
  - ▷ So few advisors are doing this well, most only post market data or canned post
  - ▷ It is easy to stand out !