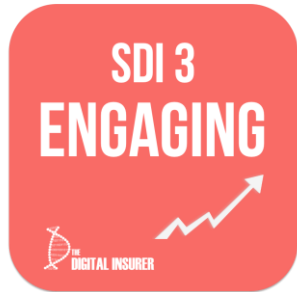


SDI 3 ENGAGING through Social Media



ENGAGING
through
Social Media
(Digitally -
Active)

Proven
methods to
identify
prospects,
generate leads,
& effectively
engage with
clients on
social
platforms

Episode 3.1

Paid, Dark, & Live

Episode overview: Promoting your business on social media is a digital advisor skill to be mastered and understanding some of the basic marketing methods is important. This episode explains the difference between Paid, Dark, and Live marketing while comparing the advantages of each method to determine the best approach to grow your business.

Episode 3.2

Social Platforms Part 1

Episode overview: Social media dominates our daily routine and offers tremendous opportunities for the digital insurance advisor and understanding some of the most popular social platforms is important. This episode demonstrates the power of social media platforms to market your business while discussing the basic platform engagement strategies and identifying which consumer groups are active on Facebook, LinkedIn, and Instagram.

Episode 3.3

Social Platforms Part 2

Episode overview: Social media dominates our daily routine and offers tremendous opportunities for the digital insurance advisor and understanding some of the most popular social platforms is important. This episode demonstrates the power of social media platforms to market your business while discussing the basic platform engagement strategies and identifying which consumer groups are active on WhatsApp, TikTok, and YouTube.

Episode 3.4

Views, Likes, & Shares

Episode overview: Digital technology allows ordinary thoughts, ideas, and content to be shared instantly with large numbers of people and understanding the difference between Views, Likes, & Shares is an important skill. This episode compares the different levels of response to digital content while exploring opportunities to increase views, likes, and shares and methods to track digital sales activity.

Episode 3.5 The S3 DSP Engaging with prospects and clients through social media

Planning Overview: Creating a core Social Media Plan through the design of a comprehensive strategy to capture the remarkable opportunities of social media is important. This planning episode focuses on the different social media marketing methods and most popular social platforms available to engage with consumers with a strategy to increase Views, Likes, & Shares..