



# Q&A: Does Social Media Really Drive Results?

Your questions – answered! A follow-up to our recent webinar, where we shared tips to boost your social media strategy to help you obtain real results and grow your business.

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## Frequently Asked Questions

### **Q: Can you tell us more about Zero-Click content?**

A: Social media platforms prioritize NATIVE content, which is content that can be read or watched on their platform without ever having to leave. And one way to boost this, even more, is to provide “zero-click content,” which is content that offers stand-alone value, so the reader can find the answer to what they are asking right in the SERP (Search Engines Results Page.) What does this mean for social media? Give your reader the answer right in your post, and ways to do this are to repurpose long-form content into

- Twitter threads
- 2-minute Videos
- Long LinkedIn posts
- Email newsletters that share lessons IN the body

By doing this, you are providing them with value without them having to click on an extra link or even leave the platform.

### **Q: Should you add pictures to your posts?**

A: Images make your social posts much more engaging. This could be a video, an infographic, a statistic . . . anything that catches your readers’ attention and “stops the scroll.” There is an average of [500 million tweets](#) put out a day and [2 million LinkedIn posts](#), so the images you use on your posts can make a big difference in capturing attention.

If you wrote a specific article that would perform better with some type of infographic to really drive your point home, then include that. Have a quick video you could upload to discuss your topic? That’s a great idea, as well! Some tools that we use to help with this are [Veed](#), which is an incredible and simple video editing tool, and [Canva](#), which helps you to easily create images.



### **Q: What is the best way to 'grow' Twitter followers?**

A: Twitter has 396.5 million users as of 2022, making it an excellent way to connect with your audience and get more eyes on your content. However, tweets only have a “shelf-life” of about 18 minutes, so how can you get connected on this platform and grow your followers?

First things first, it's important that you have a strong profile. A clean profile picture, either of your headshot or a company logo, is important. Choose a handle that best represents your company, and write a bio that includes keywords that best showcase your company.

Share pertinent and insightful content that will keep your audience engaged and coming back to learn more. Did you just create a blog post that really speaks to the pain points of your audience? Be sure to share that! Additionally, sharing third-party content that you found insightful and interesting is a great way to “network” online, making others more likely to share your content in the future. If you are sharing someone else's work, make sure you are tagging them so that you can better engage and they can see that you shared their work.

Don't forget about imagery. It's a great way to stand out and “stop the scroll.” Maybe your post would perform better with an infographic to support your point. Natively uploading a quick video (2:20 minutes or under) is a great way to showcase quick hitting points, and the algorithm loves when something is uploaded, and your audience doesn't have to leave the platform, so that's a great option. (more on that below)

Also, make sure you are engaging with others! Social media is all about being social! Responding to questions and engaging with your followers illustrates your firm's promptness and attentiveness to clients. For every tweet that you put out, make sure you are commenting on at least five other tweets with something meaningful.

### **Q: What are the best recommendations for firms with multiple advisors that have a marketing/comms person doing social media on behalf of the firm's business profile?**

A: When you have a social media manager, it's important to nail down “the voice” of the company. Creating a consistent schedule and a document of what will be posted is a great way to keep everything streamlined. Try to create the posts ahead of time, what they are, the images to be used, time/day they will be posted, and share the document with others. That way feedback can be implemented in a timely manner for posting.



**Q: Many advisors want to fully outsource their marketing versus being active. Can you comment on the balance of outsourcing pieces versus being actively involved in the process?**

A: While nobody knows your firm and how you work better than you, sometimes there is just so much on your plate that you can't do it all yourself. This is where outsourcing comes into play. [This blog](#) isn't solely dedicated to social media, but it does a great job of discussing your marketing tactics and what you should be outsourcing versus doing yourself. Social media scheduling is something that you could outsource. There are social media scheduling tools out there, such as the [FMG scheduling service](#), [HootSuite](#), [CoSchedule](#), etc.

So, if you want to have a hand in what's shared, you can write your social posts, but rather than having to manually post them, schedule them into a scheduler. This frees up some time so that you can have posts queued up to ensure you stick to a consistent posting schedule while sprinkling in anything more timely that comes up.

**Q: How can I convert more visitors on LinkedIn?**

A: LinkedIn [has 810 million users](#), and it is viewed as the most "professional" of the social media platforms, so it's a great way to boost your online presence. [This blog](#) dives into how to "hack" the LinkedIn algorithm so that you can rank higher and get more eyes on your posts, more followers and ultimately, more business.

It's important to think about when you are posting on LinkedIn, and the peak time for engagement seems to be between 12 pm and 1 pm. Think about the type of content that you are posting . . . it should be entertaining and informative. What does your audience generally like to read/watch? If you cater to a specific niche, then create the type of content that will help them. And don't forget to show your human side every once in a while. People want to see the real you beyond work, especially if they are going to be potentially working with you, so sharing pictures of your family, or a fun vacation, etc., is a great way to relate to your audience.

So, to "hack" the algorithm and grow your followers, keep these things in mind:

- **Engagement is king:** Make sure you are commenting and sharing other posts, and don't forget about the 80/20 rule.
- **Comments are currency:** Do your best to get as many comments as you can as quickly as you can, as this will boost the algorithm. So, create a post that asks an insightful question that elicits a response, tag others, etc.
- **Get people involved:** This will help you to get more comments and shares, so tag others and use the hashtags of groups that people you are trying to reach will see.
- **Keep it on the platform:** Native content is key, as the algorithm favors posts that keep readers on the platform.



The above is about driving engagement, but the main purpose of driving engagement is to get more people to your social platforms and website and ultimately to click on some type of call-to-action that will lead them further down the sales funnel, right?

If you have an upcoming webinar or sent out a newsletter and you want your audience to register or sign up, then including a post on LinkedIn is a great way to do this. Have some sort of CTA that drives them to a registration page or a signup page. This is a great way to capture leads and nurture them further using email marketing.

### **Q: What's the best practice when posting on LinkedIn? Should you post under an individual profile and repost under your company account or vice-versa?**

A: While you want to grow your company page, people do tend to engage more with people versus companies. At FMG, we engage with comments using our company profile. However, if Susan Theder or Samantha Russell shares something, we will often share that post with some of our additional thoughts. They can go hand-in-hand with each other, and luckily, with some LinkedIn updates, you can now easily toggle between your business page and your personal page, making engagement much easier than before.

You do need a LinkedIn company page, as it's incredibly professional, and having your business on this platform opens you up to many connections, but it's important to also have an updated personal page. With a personal page, you can:

1. Easily connect with others
2. Send personal messages
3. Publish content directly on LinkedIn publisher

So, if you write a really great article on LinkedIn on your personal page, then sharing it on your business page would be a great way to get more eyes on your piece and help connect the two.

### **Q: What are your thoughts on LinkedIn Lives or Twitter Spaces?**

A: With **LinkedIn Live**, this allows approved members and Pages to broadcast live video content to a LinkedIn profile, LinkedIn Page, or Event. It's a great way to stream live events and boost your reach and engagement. Learn more about it [here](#).

**Twitter Spaces** is a way to have live audio conversations on Twitter. Anyone can join, listen and speak, so it's just another way to easily connect with and engage your audience. You can learn more about it [here](#).



### **Q: Do you see success with YouTube?**

A: [YouTube is the second largest search engine](#) in the world, so it's a great place to share your content. In order to find success, it's important to get more subscribers to your YouTube channel, and there are some ways that you can do that.

If you send out a newsletter, encourage your readers to subscribe to the channel as a call-out, or share your video on social media. If your clip is too long for social media, then encourage people to go to your channel in order to see your content.

Some other things to keep in mind in order to have success on YouTube are:

1. Attract more views by using the right keywords
2. Take advantage of your title and description sections
3. Use eye-catching thumbnails to increase your CTR (click-through rate)
4. Use effective calls to action
5. Make sure your content is high-quality
6. Create a playlist
7. Upload your videos to a blog/social media
8. Send your videos out in newsletters
9. Share videos with your company, asking them to like and comment on the videos in order to boost the algorithm

### **Q: Do you think social media marketing is effective if you are targeting a local market?**

A: Local social media marketing is a great way to engage with and convert new customers from your local area. Compared to general marketing, there are some great benefits, which include affordability and promoting your content/business to a local audience that may be more interested in what you have to share.

If you know of a big event that is going on in your areas, such as a "fun run" or something like that, comment on it and engage with others that may have posted about it. You generally see events more on Facebook, so check out your local community groups and listings, and see how you can get involved with local businesses and events.

Is there a large volunteer effort happening in the near future? See how you can get involved. Encourage some of your employees to go out and help at the event, and if you got any pictures, share them on social and tag others. It shows that you care about others and that you want to be involved in the local community.

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## Additional Questions?

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