



## 2019 MDRT Global Conference e-Handout Material

**Title:** How to Use Facebook and LinkedIn to Generate More Sales

**Speaker:** Tami Wloch

**Presentation Date:** Tuesday: September 3, 2019

**Presentation Time:** 3:00p.m. - 4:00p.m.

**Session Room:** ICC - Grand Ballroom B2

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## SOCIAL MEDIA - Why You MUST Have a Strong Presence

### Facebook

- ▶ 414 million US users DAILY
- ▶ 79% of 30 - 49 yr olds use Facebook
- ▶ 59% of those older than 50 use Facebook

### LinkedIn

- ▶ 133 million US LinkedIn users
- ▶ Half make \$75K a year or MORE
- ▶ 41% of millionaires use LinkedIn!




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## Facebook -

## Changes You MUST Make To Increase Sales

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## Facebook - It all starts with A Good Company Story

### Where do you find your company story?

- ▶ On Your Home Page,  
on the right side

Bold Picture

Intriguing Title

Enough Detail, But Not Too Much




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## Facebook - Design A Great Banner

### What must you include in Your Banner?

Bold Picture = Your  
Company Brand



Talk To Your Target Customer

Direct Phrases = Summarize Your Services

FREE Advertising Space!!

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## Facebook -

### What must you include in Your Graphics?

Every Article =  
Great Graphic

Picture =  
Content + Brand

Little to No Text (< 20%)

# NO

Controversial Content

Adult Content

Personal Health (no before/after)

Sale of Body Parts, and more!

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## Facebook - What Do Great Graphics Look Like?




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## Facebook - What must you include in Your Posts?

### Company Contact Information

Company Website OR  
Phone Number

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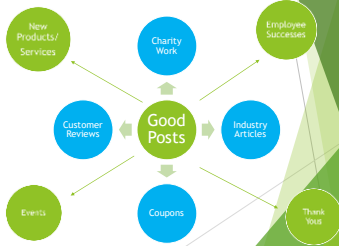
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## Facebook - What must you include in Your Posts?

### What Should You Post?




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## Facebook - What Do Great Posts Look Like?

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### Facebook - Reach More Customers For Free!




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### Facebook - How Can You Get Better SEO for Your Website?

SEO = Search Engine Optimization

SEO Techniques = Higher in Searches

Higher = More Customers Find You

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### Facebook - How Can You Get Better SEO for Your Website?

Post To Your Website Blog

Create a Blog Graphic

Use Internal + External Links

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## LinkedIn -

### How To Generate More Business Thru LinkedIn

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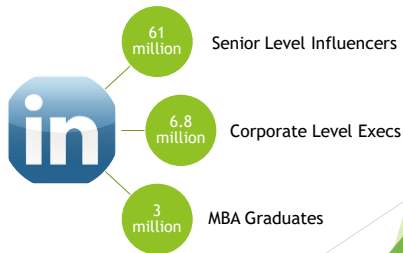
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Why do you need a larger presence on LinkedIn?



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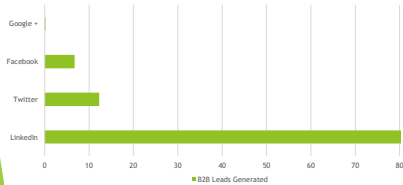
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Why do you need a larger presence on LinkedIn?

Leads Generated



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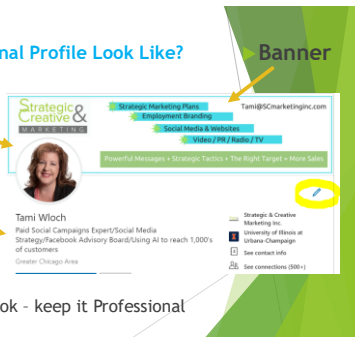
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## LinkedIn - What Should My Personal Profile Look Like?

- ▶ Picture
- ▶ Description Under Your Name
- ▶ LinkedIn is NOT Facebook - keep it Professional




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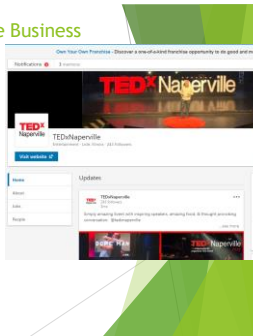
## LinkedIn - How To Generate More Business Why Do I Need A Separate Biz Page?

- ▶ It Legitimizes Your Business
- ▶ You Have More Room To Write About Your Company (About)



▶ Add VIDEO!

300+ Views




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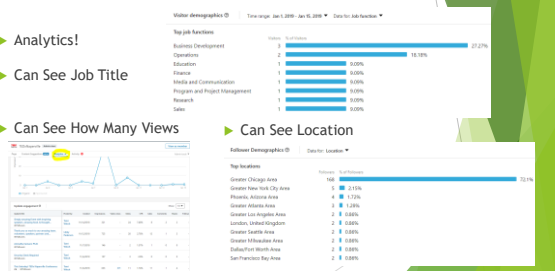
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## LinkedIn - How To Generate More Business Why Do I Need A Separate Biz Page?

- ▶ Analytics!
- ▶ Can See Job Title
- ▶ Can See How Many Views
- ▶ Can See Location




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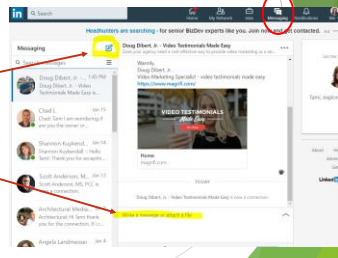
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## LinkedIn - How To Generate More Business How Can I Reach Customers for FREE?

- Use Messenger
- Write New Messages To Your Contacts
- Answer others\*
- Search for Vertical Markets




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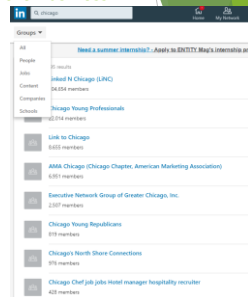
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## LinkedIn - How To Generate More Business How Can I Reach Customers for FREE?

Join Groups\*




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## LinkedIn - How To Generate More Business How Can I Advertise for FREE?

Use Your Banner\*




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## LinkedIn - How To Generate More Business How Can I Advertise for FREE?

Use Your Posts\*




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## Social Media How Can I Take It to The Next Level?

VIDEO!!



30% Engagement



59% Engagement

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## Social Media How Can You Take It To The Next Level?

Paid Ad Campaigns




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## Social Media

### How Can You Take It To The Next Level?

Paid Ad Campaigns - Post Views



Over 6,000 views



Almost 4,000 views

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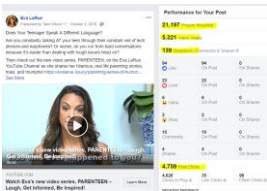
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## Social Media

### How Can You Take It To The Next Level?

Paid Ad Campaigns - Engagement



21,000 Views + 48% Engagement

Run for:

- Video Views
- Clicks To Your Website
- Gather Customer Info

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