



2019 MDRT Global Conference e-Handout Material

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

Speaker: Tami Wloch

Presentation Date: Monday: September 2, 2019

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

Session Room: ICC - The Gallery

The Million Dollar Round Table® (MDRT) does not guarantee the accuracy of tax and legal matters and is not liable for errors and omissions. You are urged to check with tax and legal professionals in your state, province or country. MDRT also suggests you consult local insurance and security regulations and your company's compliance department pertaining to the use of any new sales materials with your clients. The information contained in this handout is unedited; errors, omissions and misspellings may exist. Content may be altered during the delivery of this presentation.

© 2019 Million Dollar Round Table

Million Dollar Round Table
325 West Touhy Ave.
Park Ridge, IL 60068 USA







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!





Facebook -

Changes You MUST Make To Increase Sales

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



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!!

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!

Facebook - What Do Great Graphics Look Like?



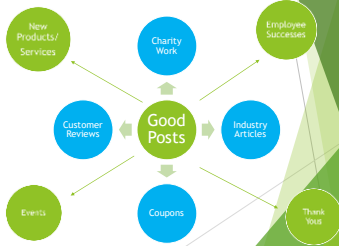
Facebook - What must you include in Your Posts?

Company Contact Information

Company Website OR
Phone Number

Facebook - What must you include in Your Posts?

What Should You Post?



Facebook - What Do Great Posts Look Like?

Facebook - Reach More Customers For Free!



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

SEO = Search Engine Optimization

SEO Techniques = Higher in Searches

Higher = More Customers Find You

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

Post To Your Website Blog

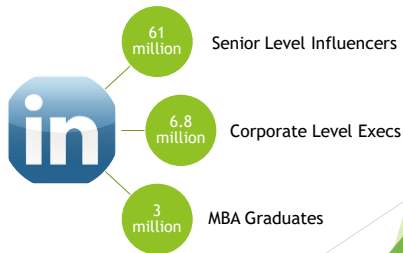
Create a Blog Graphic

Use Internal + External Links

LinkedIn -

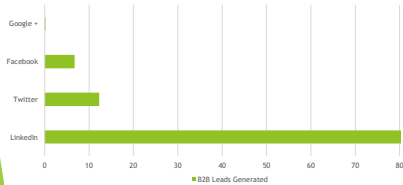
How To Generate More Business Thru LinkedIn

Why do you need a larger presence on LinkedIn?



Why do you need a larger presence on LinkedIn?

Leads Generated

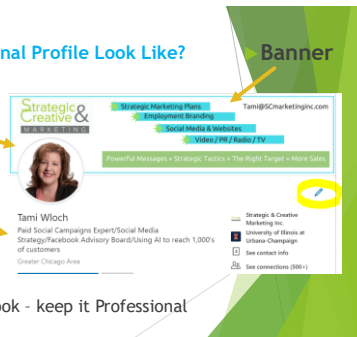


LinkedIn - What Should My Personal Profile Look Like?

Picture

Description Under Your Name

LinkedIn is NOT Facebook - keep it Professional



Banner

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



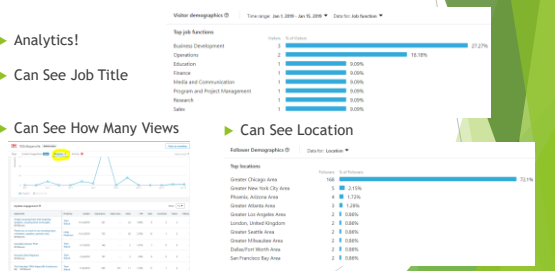
LinkedIn - How To Generate More Business Why Do I Need A Separate Biz Page?

Analytics!

Can See Job Title

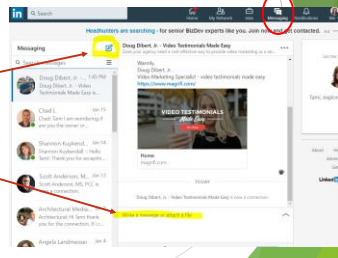
Can See How Many Views

Can See Location



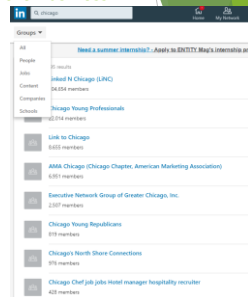
LinkedIn - How To Generate More Business How Can I Reach Customers for FREE?

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



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

Join Groups*



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

Use Your Banner*



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

Use Your Posts*



Social Media How Can I Take It To The Next Level?

VIDEO!!



30% Engagement



59% Engagement

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

Paid Ad Campaigns



Social Media

How Can You Take It To The Next Level?

Paid Ad Campaigns - Post Views



Over 6,000 views



Almost 4,000 views

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