

Advanced Social Media Marketing





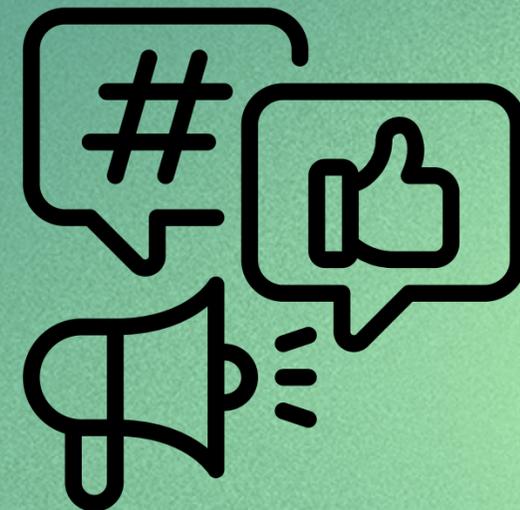
Bruna Keller

Digital Marketing Specialist

Introduction

brunakeller.com

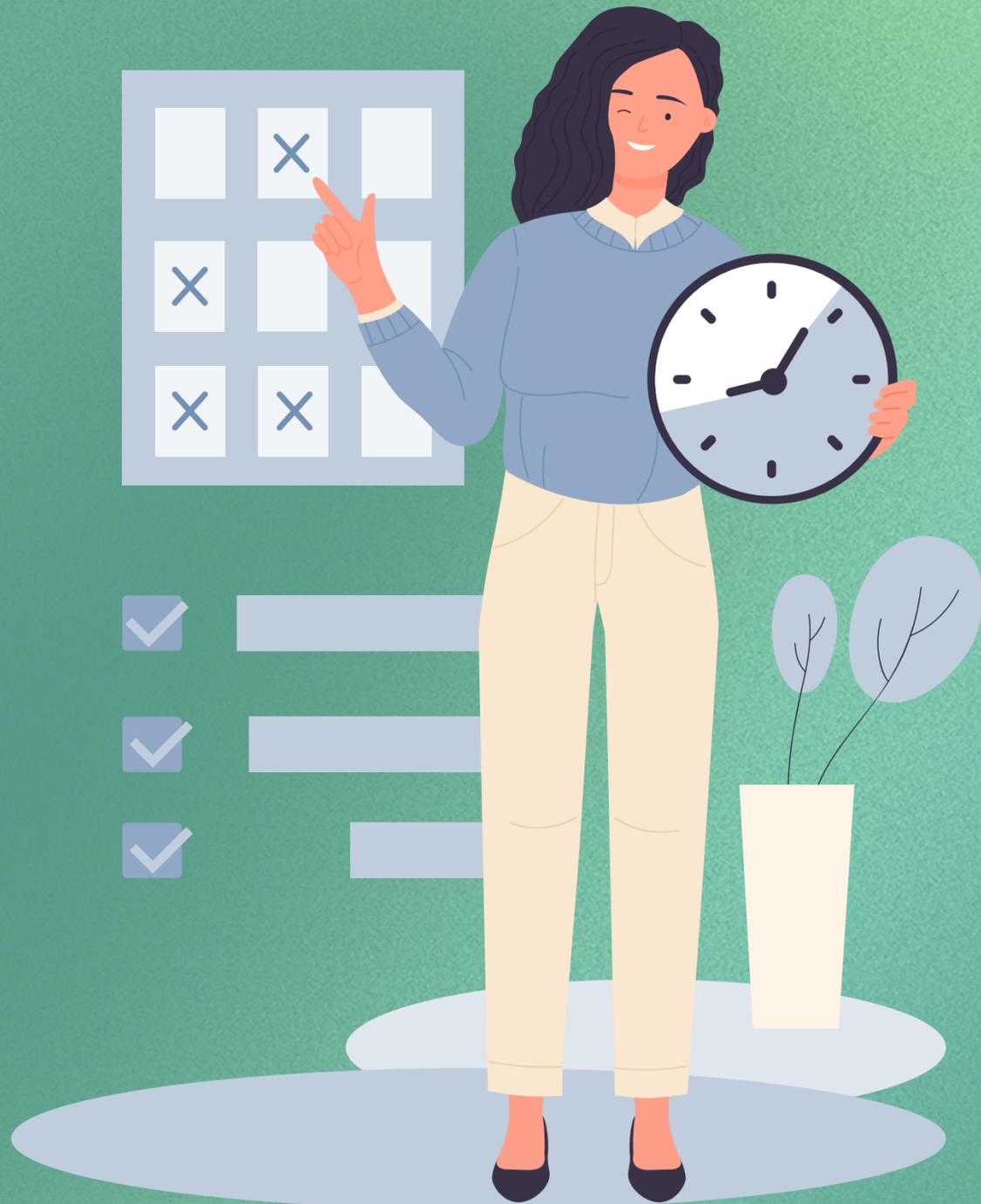
contact@brunakeller.com



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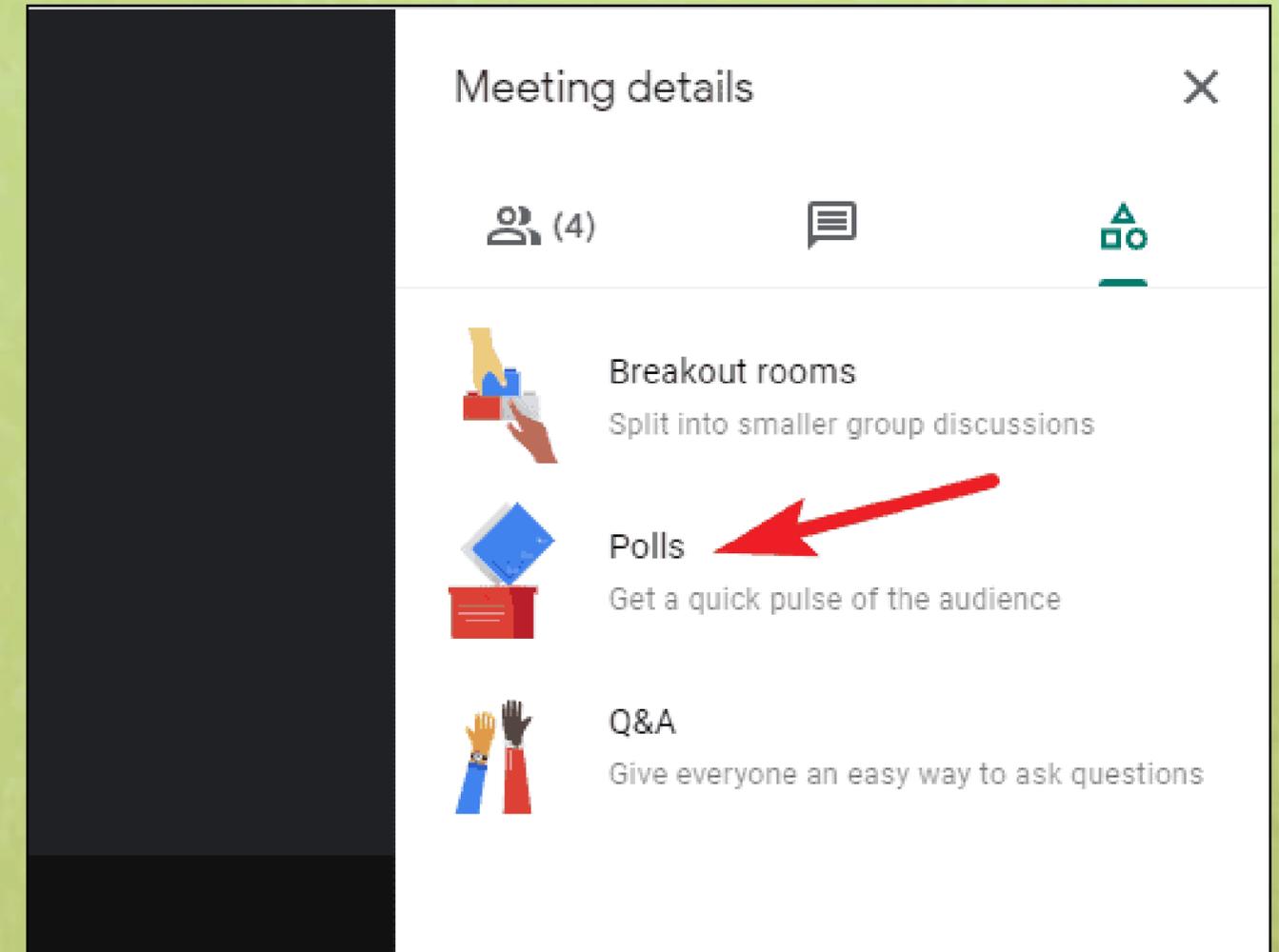
Agenda

- . Knowing your target audience
- . Importance of Personal Branding and Online Presence
- . Advanced Tips for Social Media Marketing
- . Creating Effective Facebook Ads
- . Basics of Google AdWords
- . Bonus: Developing a Content Calendar
- . Q&A and Wrap-Up

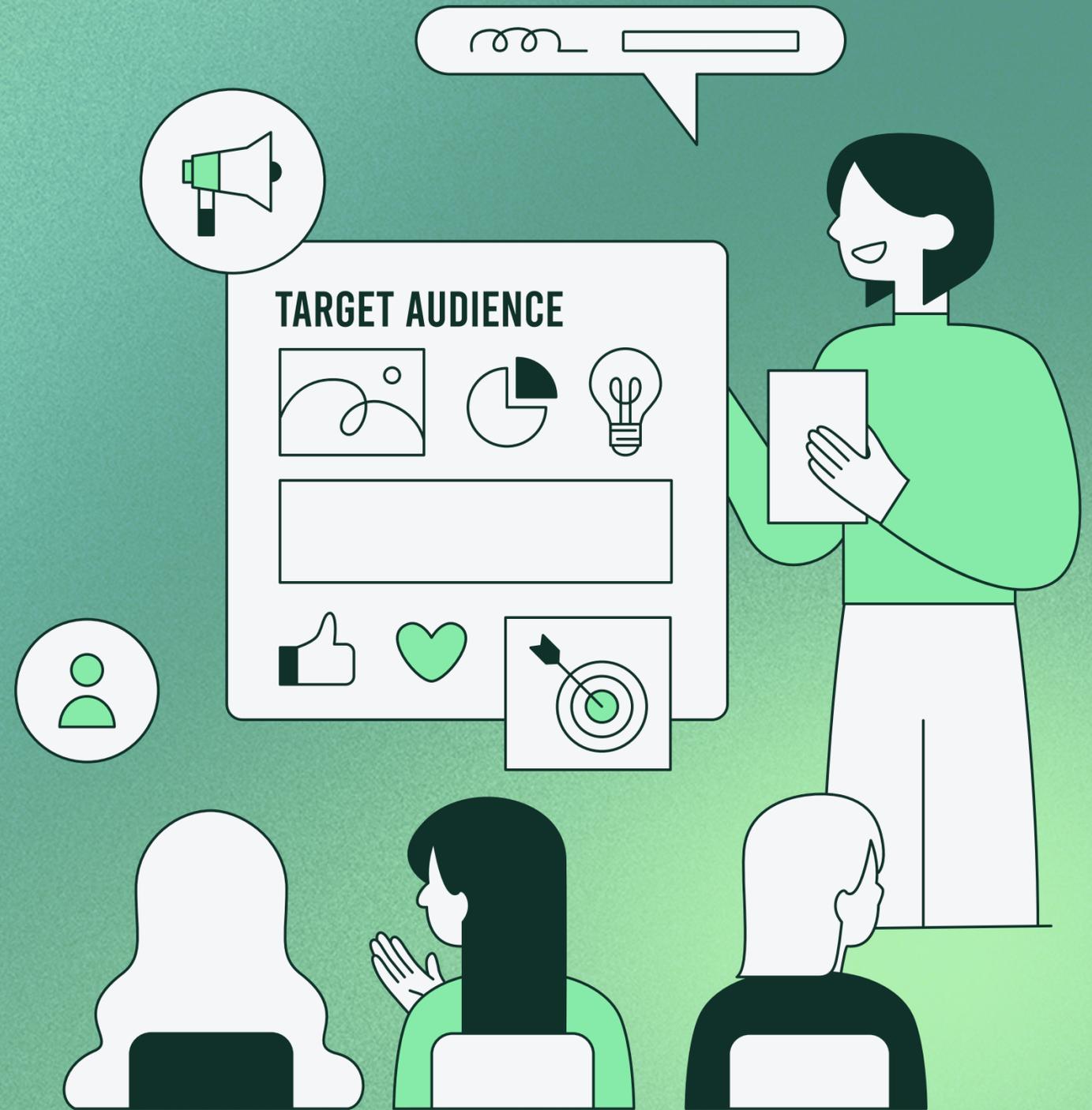


Before we start

Check the POLL in Google Meet



Knowing Your Ideal Customer and Audience



PERSONA



Anna Smith, 38 years old, owns a cake business in Porirua.

She likes to spend her free time with friends and family.

She owns her own house.

She feels that her business needs some help to provide cakes and catering for weddings and other events in the region.

TARGET AUDIENCE



Small business owners in the Wellington Region, 30 to 50 years old.

Average year revenue \$100k-\$300k

Looking to expand the business or do the next steps.

Roadblocks - too many loan options, don't know which is best for them.

Need someone they trust.

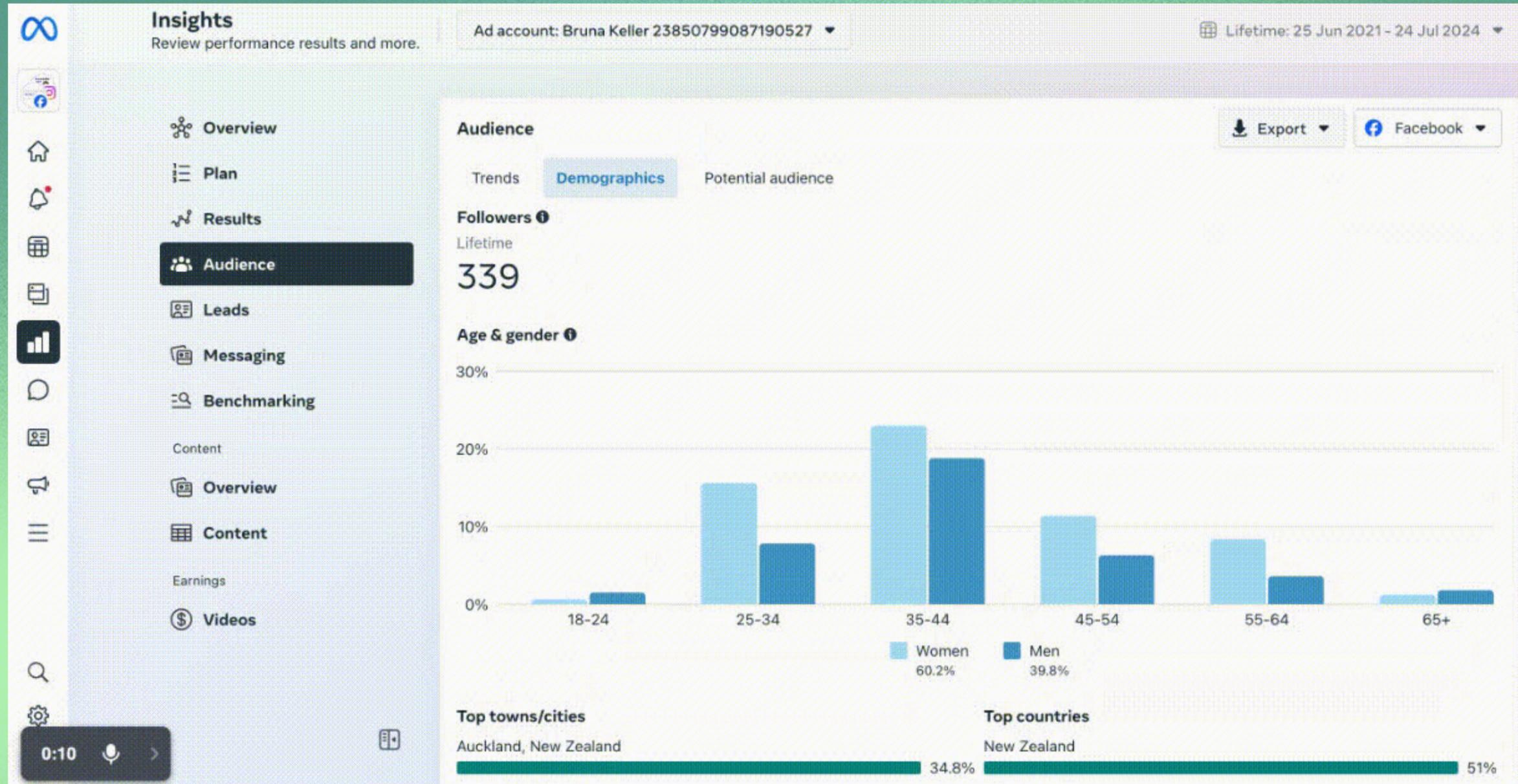


Social media insights and analytics tools can provide valuable data. For instance, Facebook Insights can show you who your audience is.

Regularly collect and analyze feedback from your clients through surveys and direct conversations. [Google Forms](#)

Segmentation Criteria:

- . Demographics: Age, gender, income level, marital status.
- . Geographics: Location (urban vs. rural), specific regions in New Zealand.
- . Psychographics: Lifestyle, values, financial goals.
- . Behavioral: Online behaviors, financial product usage, engagement with previous content.



Importance of Personal Branding and Online Presence



Importance of Personal Branding and Online Presence

Start by defining your unique value proposition.

What makes you different from other brokers?

Use a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to identify key aspects of your brand.

Strengths

- What do we do well?
- What have our customers or partners told us they like about us?
- In what areas do we outpace our competitors?
- What's unique about our business, products, or services?
- What assets do we own (Intellectual property, proprietary technology, capitol)?

Weaknesses

- What can we improve?
- What are our customers or partners dissatisfied with?
- Where do we fall behind our competitors?
- Where are we lacking in knowledge or resources?

Opportunities

- What emerging trends can we take advantage of?
- Which of our strengths might be valuable to potential partners?
- What adjacent markets might we tap into?
- Are there geographic locations with less competition?

Threats

- What is our competition doing?
- How could our weaknesses leave us vulnerable?
- What market trends are we unprepared for?
- What economic or political issues could impact our business?

How to create a strong personal brand online for Finance Advisors:

Share your expertise and thought leadership.

- . Host webinars or seminars on themes such as how to get your first business loan, Financial Planning for Business Owners or retirement planning.

How to create a strong personal brand online for Finance Advisors:

Providing valuable insights and analysis

- . Offer an accessible business financial health check for prospective clients.
- . Create a quarterly market update newsletter for businesses, discussing economic trends and their impact.
- . Create a "Business Finance 101" guide for new business owners.

How to create a strong personal brand online for Finance Advisors:

Create frequent, high-quality, and meaningful content.

- . Develop a blog series on business finance and planning topics.
- . Create a "Business Financial Planning" e-book.

Remember, a strong personal brand in the financial industry requires a deep understanding of your audience's needs and a commitment to providing valuable insights and advice.



Practical Steps

1. Complete Your Online Profiles:

- Ensure all your online profiles are fully filled out and up-to-date.
- Include a professional headshot, detailed bio, and links to your website and other social media profiles.

2. Regularly Update Your Website and Social Media:

- Post regularly about industry news, tips, and client success stories.
- Keep your website content fresh and relevant to maintain search engine rankings.
- **List ALL your services! From mortgage brokers to loans for business.**

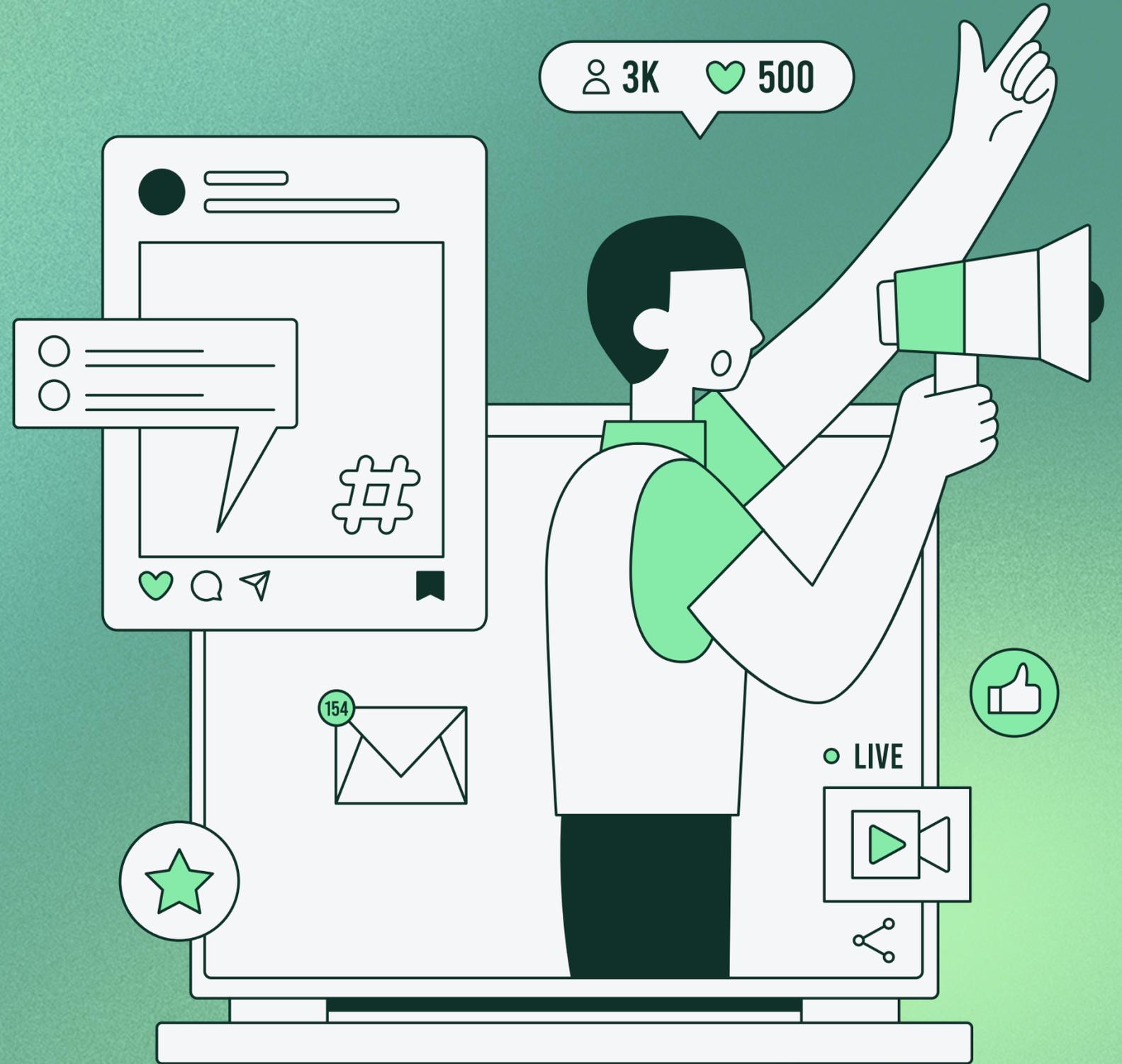
3. Engage with Your Audience:

- Respond to comments, messages, and reviews promptly.
- Participate in online forums and groups relevant to the New Zealand financial market.

4. Utilize Analytics Tools:

- Use Google Analytics to track website traffic and user behaviour.
- Use social media analytics tools to measure engagement and adjust your strategy accordingly.

Advanced Tips for Social Media Marketing



Video Content for Financial Advisors

Tips for Creating Engaging Short Videos:

Aim for 1-1.5 minutes per video to keep your audience's attention.

Each video should focus on a single topic, such as explaining a financial term, sharing a quick tip, or answering a common question.

Ensure good lighting, clear audio, and a tidy background to maintain a professional appearance.

Create eye-catching thumbnails with clear, concise text to encourage clicks.

Subtitles: Add subtitles to make your videos accessible to a broader audience.

End each video with a clear call to action, such as visiting your website, signing up for a newsletter, or contacting you for a consultation.

Example Video Topics:

- . "Explaining Mortgage Pre-Approval"
- . "Understanding Business Loans and How They Can Help Your Business Grow"
- . "Common Mistakes to Avoid When Applying for a Mortgage"

Algorithm Understanding

Facebook and LinkedIn Algorithms

Tips for Working with Algorithms:

- . Encourage Engagement: Ask questions in your posts to encourage comments and interactions.
- . Respond Promptly: Engage with your audience by responding to comments and messages quickly.
- . Consistent Posting: Post regularly to keep your content fresh and maintain visibility in your followers' feeds.

Working on your engagement

Engagement is key to building a loyal audience. Interact with your followers through polls, Q&A sessions, and live videos.

Tips for Engagement:

Regular Q&A Sessions: Schedule regular Q&A sessions to address common questions.

Interactive Content: Use interactive content like polls and quizzes to engage your audience.

Appreciation Posts: Show appreciation by thanking your followers for their support and highlighting client success stories.



Implement retargeting strategies to reach users who have previously interacted with your content but haven't converted yet.

Tips for Retargeting:

- Use **Facebook Pixel** to track website visitors and create custom audiences.
- Develop targeted ad campaigns to re-engage these users with personalized offers or content.

Example Prompts for Content Generation using AI.

For Facebook and LinkedIn:

- Prompt for Video Script: "Write a script for a one-minute video introducing the benefits of using a financial broker for mortgage services in New Zealand."
- Prompt for Poll Questions: "Generate poll questions for Instagram and Facebook Stories to engage small business owners looking for business loans."
- Prompt for LinkedIn Post: "Create a LinkedIn post discussing the latest trends in mortgage rates and how they affect first-time homebuyers in New Zealand."
- Prompt for Article Outline: "Generate an outline for an article on LinkedIn about the advantages of getting a business loan for your small business ."

Creating Effective Facebook Ads



Think about your target audience.

1. Location:

Choose a specific country, region, city, or postal code.

Select "Everyone in this location" or "People who live there".

2. Age:

Set a minimum and maximum age range (e.g., 25-45).

3. Interests:

Choose from Facebook's predefined categories (e.g., Finance, Travel, business etc.).

Add specific interests, hobbies, or behaviours (e.g., "Personal finance", "Investing", etc.).

Think about your target audience.

4. Behaviors:

Target people based on purchase history, device usage, or other behaviours.

5. Connections:

Target people who have a connection to your Page, app, or event.

6. Custom Audiences:

Upload your customer data (e.g., email lists) to target specific people.
Create lookalike audiences based on your existing customers.

Think about your target audience.

7. Detailed Targeting:

Use Facebook's advanced targeting options, such as:

- + Education level
- + Job title
- + Income level
- + Relationship status
- + Homeownership



Audience Size:

Adjust the audience size to balance reach and targeting specificity.

When configuring your audience, consider the following:

- . Start with a broad audience and refine as needed.
- . Use specific interests and behaviours to target your ideal customer.
- . Exclude audiences that don't align with your goals.
- . Regularly update and refine your targeting to optimize ad performance.

Create ad

Create an ad using existing content or an automated ad



Boost Instagram content

Create an ad using your existing content from Instagram.



Boost Facebook content

Create an ad using your existing content from Facebook.



Automated ads

Create up to six versions of an ad to see which performs best.

Create an ad from scratch



Get more calls ⓘ

Recommended



Get more website visitors ⓘ



Get more leads ⓘ



Promote your Page ⓘ



Create A/B test ⓘ



Get More Messages ⓘ



Supercharge your creative process and save valuable time with [Facebook Creative Hub](#)– your one-stop destination for learning about, mocking up, previewing and testing Facebook and Instagram ads

Mockups > Business loan ad - July 2024 Show in Ads Manager Share

Ad name

Business loan ad - July 2024 [Create Template](#)

*** Facebook Page**

BK Digital Marketing

Instagram account

bkhelpsyu

Format

Choose how you'd like to structure your ad.

Single image or video
One image or video, or a slideshow with multiple images

Carousel
Two or more scrollable images or videos

Default mockup

This is the mockup that will be shown in any placement that you haven't edited

*** Media**

18 placements Edit Trash

- Feeds, In-stream for videos**
9 placements (7 customised)
- Stories and Reels, Apps and sites**
7 placements

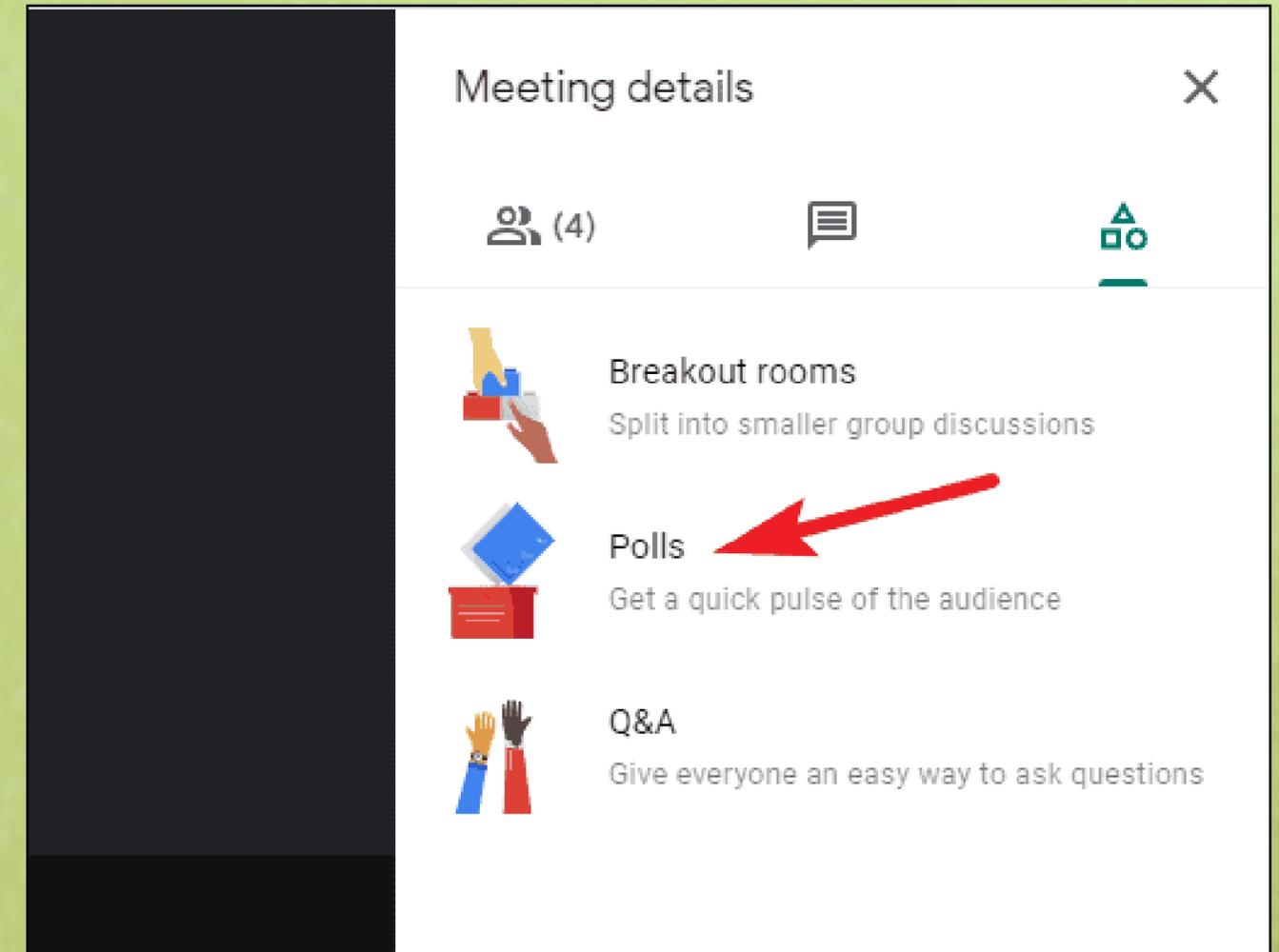
18 placements

Feeds

- Facebook Feeds**
BK Digital Marketing Sponsored · 1h
Grow Your Business with Our Flexible Loan Solutions
- Instagram Feed**
Instagram
bkhelpsyu Sponsored
- Instagram Profile feed**
kaibblue Posts
bkhelpsyu Sponsored
- Facebook Marketplace**
- Facebook Video feeds**
BK Digital Marketing Sponsored · 1h
- Facebook Right column**

[Report a Problem](#)

Check the POLL in Google Meet



Basics of Google AdWords



Setting Up a Simple Campaign

Campaign Structure:

- Campaign: The highest level, where you set your budget and choose your network (e.g., Search Network).
- Ad Groups: Each campaign can have multiple ad groups, where you organize your keywords and ads by theme.
- Ads: The individual advertisements that will appear to users.

Steps to Set Up a Basic Campaign:

- Step 1: Create a new campaign and select 'Search Network'.
- Step 2: Set your daily budget and bidding strategy (e.g., manual CPC).
- Step 3: Define your target audience by location, language, and demographics.
- Step 4: Create ad groups based on your identified keywords.
- Step 5: Write compelling ad copy for each ad group.
- Step 6: Set up conversion tracking to measure the effectiveness of your ads.

Mortgage Keywords

General Mortgage Keywords:

- Mortgage broker Auckland
- Best mortgage broker New Zealand
- Mortgage advisor Wellington
- Find a mortgage broker
- Mortgage rates New Zealand

First-Time Homebuyer Keywords:

- First-time homebuyer mortgage Wellington
- Best mortgage for first-time buyers
- First home loan New Zealand
- First home buyers mortgage advisor
- Mortgage advice for first home buyers

Mortgage Refinancing Keywords:

- Mortgage refinancing Wellington
- Refinance home loan New Zealand
- Best mortgage refinance rates Wellington
- Refinance mortgage advisor
- How to refinance mortgage NZ

Home Loan Specific Keywords:

- Home loan advisor South Island
- Home loan broker New Zealand
- Home loan rates Auckland
- Best home loan deals
- Compare home loans New Zealand

Business Loan Keywords

General Business Loan Keywords:

- Business loan New Zealand
- Best business loan New Zealand
- Business loan advisor NZ
- Business financing New Zealand
- Small business loan NZ

Specific Use Business Loan Keywords:

- Business loan for new businesses
- Business loan for expansion Auckland
- Business loan for equipment
- Business loan for renovations
- Business loan for inventory

Small Business Loan Keywords:

- Small business loan NZ
- Small business financing New Zealand
- Best small business loan Auckland
- Small business loan advisor NZ
- Small business loan broker New Zealand

Line of Credit Keywords

General Line of Credit Keywords:

- Business line of credit NZ
- Best line of credit New Zealand
- Line of credit advisor NZ
- Apply Business credit line
- Business revolving credit NZ

Specific Use Line of Credit Keywords:

- Line of credit for small businesses
- Line of credit for cash flow NZ
- Line of credit for inventory Auckland
- Line of credit for seasonal business
- Line of credit for emergencies NZ

Long-Tail Keywords:

Example: "How to get a small business loan in New Zealand" or "Best mortgage rates for first-time homebuyers in NZ"

Local Keywords:

Incorporate location-specific keywords to target local audiences effectively.

Example: "Mortgage broker Auckland" or "Business loan advisor Wellington"

Service-Specific Keywords:

Highlight specific services and benefits in your keywords.

Example: "Low interest mortgage rates NZ" or "Quick business loans New Zealand"

Competitive Analysis:

Analyze competitors' keywords using tools like SEMrush to find gaps and opportunities.

Example: "Compare mortgage brokers NZ" if competitors are not targeting comparison keywords.



Search for your own keywords

business loans for small business

Sponsored

 Prospa NZ
<https://www.prospa.co.nz> › small_business › loans

Small Business Loans From \$5K

Funding Possible Within 24 Hrs — Experience A Faster, Easier Approach To **Business** Finance.
Apply Online In Under 10 Minutes

Sponsored

 LendingTree
<https://www.lendingtree.com> › business › loans

Compare Top Business Loans | \$10K - \$1M Next Day Funded

Get Your **Small Business** Funded Fast! Go to the LendingTree® Official Site & Get Offers.

Sponsored

 gotaxi.co.nz
<https://www.gotaxi.co.nz>

Business funding at just 7.09% | Tax-Powered Business Funding

Taxi is making the benefits of our tax system available to all New Zealand **businesses**. Taxi...

Google Ads Copy Generator (free AI tool)

Write ads in less than 10 seconds

Use the magic of AI to write your Google ad copy. Generate ad headlines and descriptions.

Brand Name

Product Description

Primary Keyword (maximum 1 keyword)

Display URL

Submit



Content calendar

<p>Step 1: Define Your Content Goals</p> <ul style="list-style-type: none">. Identify your target audience and their pain points. Determine your content's purpose (education, lead generation, brand awareness). Set specific, measurable, achievable, relevant, and time-bound (SMART) goals.	<p>Step 2: Choose Your Content Channels</p> <ul style="list-style-type: none">. Blog posts. Social media (Facebook, LinkedIn, Groups, etc.). Email newsletters. Video content (YouTube, Vimeo, Instagram Reels etc.). Podcasts	<p>Step 3: Plan Your Content Themes</p> <ul style="list-style-type: none">. Industry news and updates. Financial tips and advice. Success stories and case studies. Product or service promotions. Seasonal or timely content (e.g., tax season, retirement planning)
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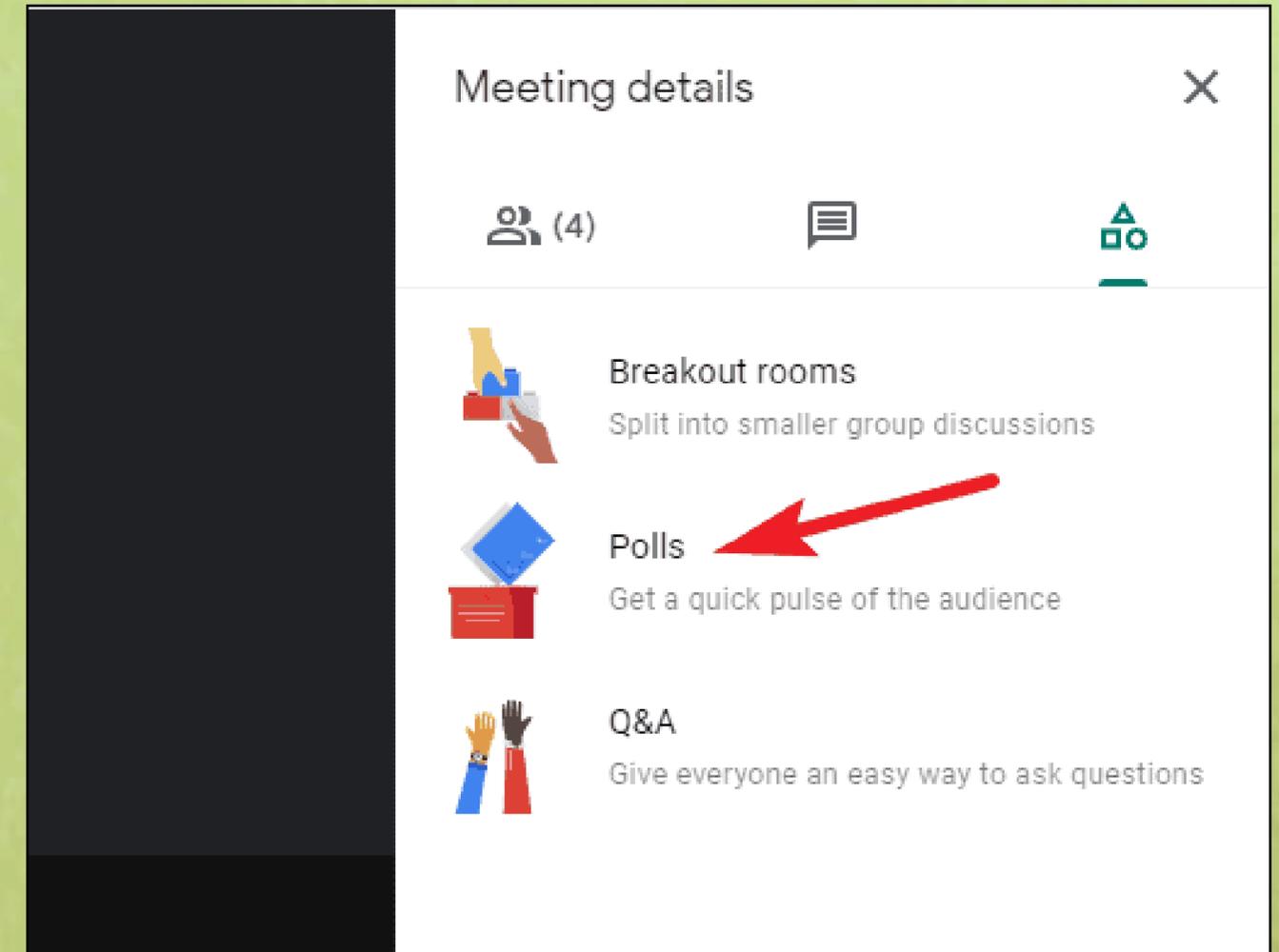
Date	Content Type	Channel	Topic	Promoted	Budget
12th	Video	YouTube	"Business Loan Options for SMEs"	Yes	\$200
15th	Social media post	LinkedIn	"Benefits of Working with a Financial Advisor"	Yes	\$100
19th	Blog post	Website	"How to Choose the Right Business Loan"	No	\$0
26th	Video	YouTube	"Case Study: Successful Business Loan Story"	Yes	\$250

The screenshot displays the Monday.com 'Content calendar template' workspace. The main table lists tasks for July 2024:

Task	Owner	Status	Due date
Newsletter	[User Avatar]	Working on it	26 Jul
Instagram post	[User Avatar]	Done	27 Jul
LinkedIn Article - opinion	[User Avatar]	Stuck	28 Jul

Below the July section is an empty August 2024 section with an 'Add task' button. A right-hand panel titled 'Newsletter' is open, showing a rich text editor with a 'Write an update...' placeholder and options for adding files, GIFs, emojis, and mentions.

Check the POLL in Google Meet



CHAT GPT

Bonus

Tips and How-to's
for Content Creation
and Ads using
Generative AI
(ChatGPT)

Thank you.

Contact

-  contact@brunakeller.com
-  www.brunakeller.com
-  [@bkhelptyou](https://www.instagram.com/bkhelptyou)

Scan the QR code to learn more

