factor®



Presented by **Ecclesiastical**

Session six:

Tools to help you make social media easy and check it's working

Social media tools

(it's comparison time)

With one of the main barriers to adopting a social selling programme being time, social media management tools can be a great aid.

There are so many tools available that can help you manage your social media activity, so we've put together a handy comparison list of social media tools which will help you manage your time effectively.

Some useful social media listening tools include Hootsuite, TweetDeck, Mention, and LinkedIn Sales Navigator.





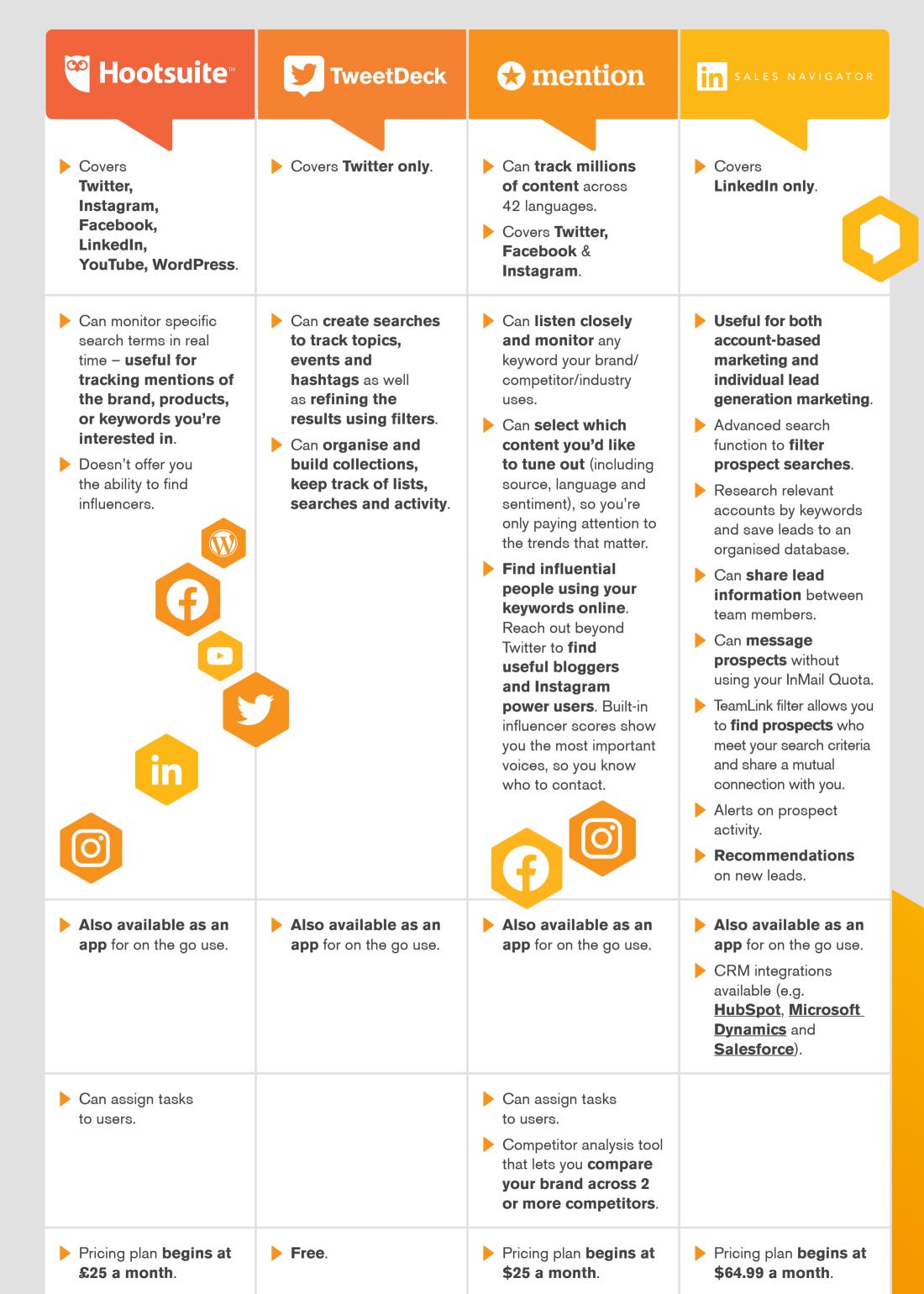
1.

Social media listening tools

Make the most of social media by listening in to what your audience has to say about you, your brand, your competitors, and the insurance industry.

This insight can help you understand your customers better, generate new leads and also improve your marketing strategy.





2.

Social media post scheduling tools

A great way to save time and brain power is using social media scheduling tools.

By scheduling a bulk of content in advance, it puts less pressure on trying to find interesting content on a daily basis.

Clear out a few days in your diary and schedule a month's worth of posts to avoid the daily stress of posting!



Some of our favourite social media scheduling tools include <u>Hootsuite</u>, <u>Loomly</u>, <u>Buffer</u> and <u>Sprout Social</u>.



O Loomly

\$ buffer

sproutsocial

- Automated post scheduling.
- Social **advertising** available, with a spend limit of £400 per month.
- Live **support**.
- Allows you to reply to social conversations.

- Audience targeting.
- Provides post ideas and calendar templates.
- Approval workflow.
- Social **advertising** available.
- Online tutorials and support.
- Allows you to reply to social conversations.

- Allows you to draft posts, approve posts, share and manage access to each social account.
- Analytics available.
- Allows you to reply to social conversations.
- Allows you to **store**, **edit** and **publish** multimedia content with an image editor.
- Allows you to set different user-based permissions.
- Custom URL tracking for detailed reporting.

- Allows you to mark messages complete, tag & filter messages, monitor keywords and hashtags, team member attribution, assign & manage tasks.
- Social support.







Best for...

Cost

O Loomly

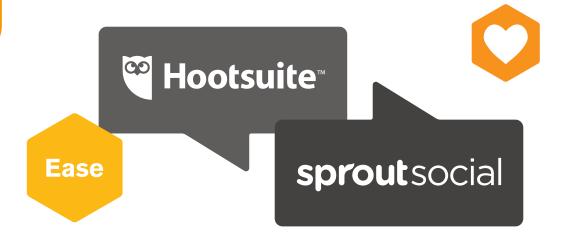
In terms of cost efficiency, Factor 3 recommend using <u>Loomly</u>.

Pros

It allows you to stay tuned in to people mentioning your brand, it's **great for scheduling posts** and coming up with **post ideas**, as well as an **informative analytics reporting** section.

Cons

Whilst this is one of the cheaper tools to use, it is **lacking in the social listening field** as you can't find influencers or search keywords directly from the application, as well as limited integration with Instagram.



Hootsuite or **Sprout Social**

Hootsuite integrates your social media feeds into the application, so you can respond and engage to live posts on each of their news feeds.

You can also **schedule your content** on here as well as in-app integrations, for example **Mailchimp** for email marketing, **Dropbox**, **Salesforce** etc.

Sprout Social is also a great tool which covers it all: **social media listening, scheduling,** and **advanced reporting** as well as allowing you to directly edit media in the application.

It also has a much nicer looking interface (never underplay how an easy to use interface improves your day-to-day experience). Join us at...

The Social Gathering, London, Sept 10th.

This guidance is provided for information purposes and is general and educational in nature and does not constitute legal advice. You are free to choose whether or not to use it and it should not be considered a substitute for seeking professional help in specific circumstances. Accordingly, neither Ecclesiastical Insurance Office plc and its subsidiaries nor Factor 3 Communications Limited and its group companies shall be liable for any losses, damages, charges or expenses, whether direct, indirect, or consequential and howsoever arising, that you suffer or incur as a result of or in connection with your use or reliance on the information provided in this guidance except for those which cannot be excluded by law. Where links are provided to other sites and resources of third parties, these links are provided for your information only. Ecclesiastical is not responsible for the contents of those sites or resources. You acknowledge that over time the information provided in this guidance may become out of date and may not constitute best market practice.



For more videos and downloads head to ecclesiastical.com/socialclub