



Social Media Guide For Lifetime Mortgage Advisers

Our guide looks at how to make the most out of your social media channels, including top tips and bespoke social templates.





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Our Top Tips For Social Media

Social media can be a great digital tool when it comes to promoting your business to a wide audience. There are many factors to consider when coming up with engaging content, that's why we have pulled together some top tips to guide you through the world of social media when working in financial services.

Engaging with Like-Minded Experts

Networking with others in the financial services industry is a great way to build professional relationships and exchange ideas. Don't forget to follow accounts that are pertinent to the industry when creating your business profile!

Using Imagery

A great image will instantly get your post more views, with people-based imagery in particular generating more engagement. Remember to brand your graphics with company colours, fonts and logo when needed.

Top Tip: *To get you started you can use a range of high-quality royalty-free images sourced on platforms like Unsplash, Pixabay and Shutterstock.*

Encouraging Conversation

Research shows that LinkedIn encourages posts that initiate meaningful conversation, and adding a simple question into your post could greatly increase the chances of it being seen by people.



Our Top Tips For Social Media

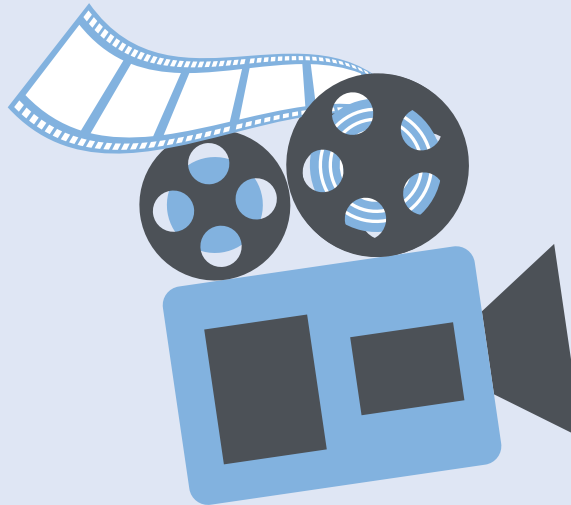


Consistency

When starting out, it may feel as though it is taking a long time to gain much engagement or gain a following. Posting consistently every week helps build brand recognition and reflects your business. When new users reach your page, they can quickly identify your key message and tone of voice.

Videos

Videos are a great way to engage with your audience. It is recommended to use file sizes no larger than 2MB, as most social media platforms work well with these.



Authenticity

An important thing to remember is not to overthink your posts too much! Often better engagement is found on posts where authenticity is shown. It can be as simple as grabbing a picture at your next event or a display of your brochures.

Posting Unique Content

Posting unique and original content that none of your competitors can replicate can help to generate positive word-of-mouth exposure for your organisation. Keeping up to date with the news and signing up for Google Alerts will help you to engage in new content that is relevant to your industry, despite original content being difficult to find and create.

Keep it Varied

Mix your sales-focused content and best reach your audience on your social media channels with more conversational posts to encourage engagement and add a human element that business pages often lack.

Simplicity

There can often be a lot of misconceptions and confusion around lifetime mortgages. Make your content as easy to understand as possible by avoiding jargon and industry terms.





Social Media Channels - Are They All The Same?

With so many social media channels available, how do you choose the best fit for your target audience?

Each social media channel has its own identity. If you want your content to stand out and engage your audience, it's important to know who the audience is on each channel and what type of content works best. For maximum engagement, it is best to experiment posting at different times of the week/day and measure your results.



LinkedIn

- Offer your insight into trending topics and news in the equity release industry to not only encourage engagement but also present your company as an expert in the field.
- Track your follower growth, engagements, and reach using the LinkedIn Analytics feature to inform better strategy decisions.
- Make sure your business page is always updated, link it to your website - if you have one - and include your contact details so your clients can get in touch.



Facebook

- Facebook is one of the few platforms that allows you to schedule your content in-house. Scheduling your content saves time and allows for more efficient planning.
- Learn more about your target audience with Facebook's own internal analytics tracking, allowing you to access key information such as age, gender, occupation, and what time they are online.
- Explore Ad Manager, which allows you to target potential customers specifically by their age, gender, interests and more.



Creating Content: Ideas To Get You Started



Creating good quality content will help generate leads, enable interactions with your audience, and build credibility. This is why quality content is a priority. Thinking about what to post is a great place to start, check out some of our topical ideas to engage your audience.

Topical Post Ideas

- Customer testimonials
- Events and webinars
- Facts about the equity release market
- Topical news on pensions, mortgages, care, retirement planning, funeral planning etc
- Free resources for over 55s
- Inspirational and aspirational over 55s
- Sharing posts on awards

Benefit from our range of social media templates. Submit your marketing toolkit enquiry [here](#)

Note: When using our white-label marketing service you are liable for any compliance breaches and advertising at your own risk. Please ensure you check with your own compliance department and add a disclaimer where needed for your social post.



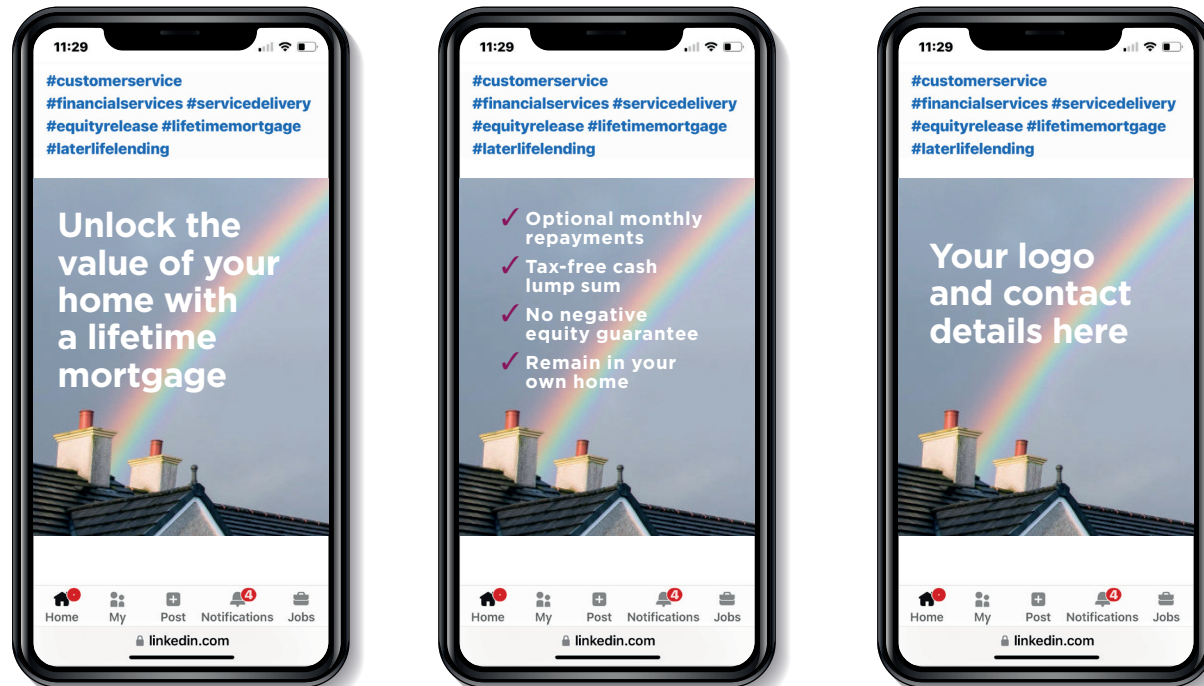
Bespoke Marketing Resources For Lifetime Mortgage Experts

Give your business a digital boost with our marketing support:

- ✓ Build brand awareness on social media
- ✓ Make new connections
- ✓ Reach a wider audience

Carousel Ad

A carousel ad is a great way to get longer messages across and can be used on LinkedIn and Facebook to generate leads.



Submit your marketing toolkit enquiry [here](#)

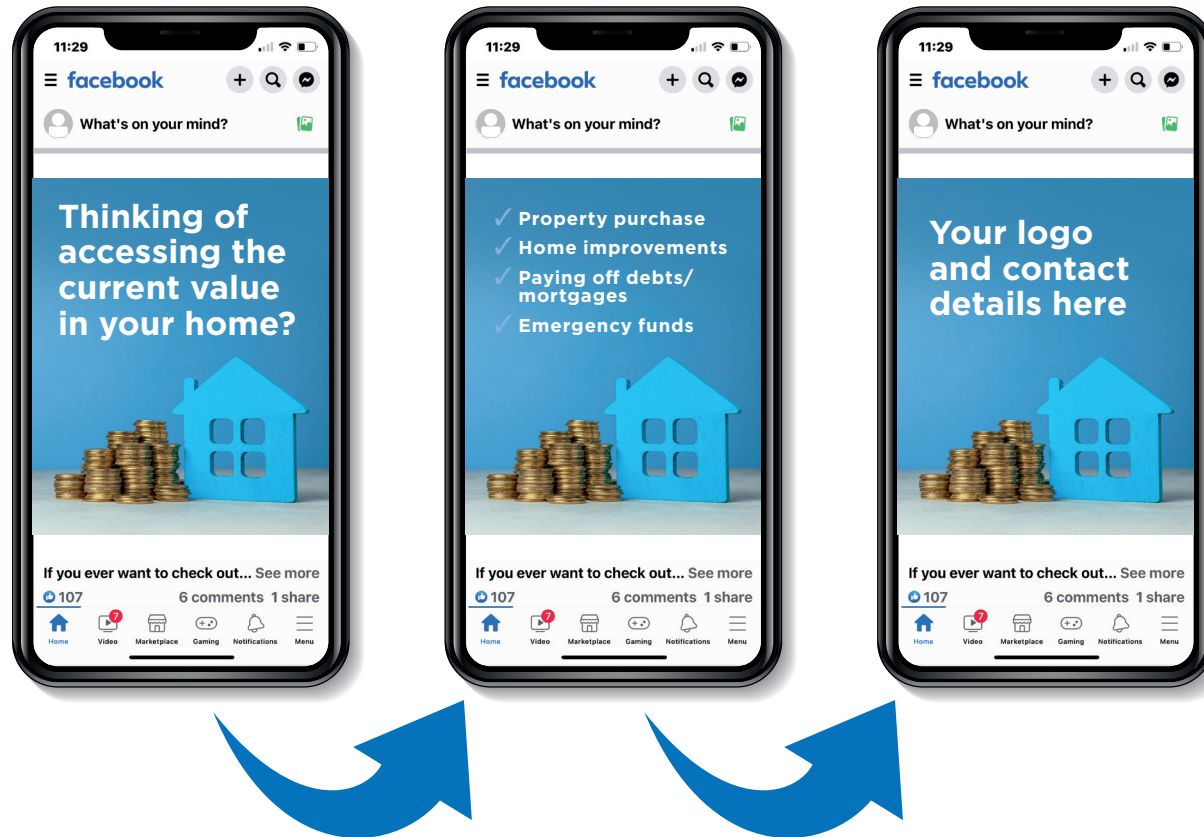
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Animated GIF

Animated GIFs are an immediate way to engage with your audience, while also keeping their attention. They enable you to deliver your brand message in seconds. This is a static example of a gif, a gif will automatically flick through these images.



[Submit your marketing toolkit enquiry here](#)

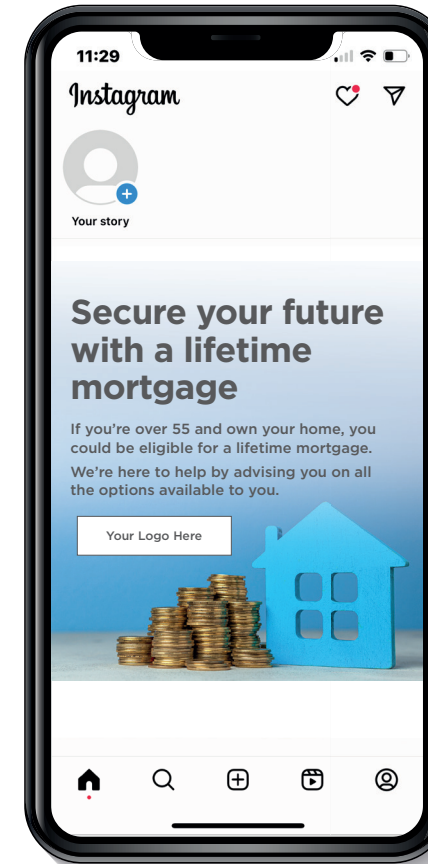
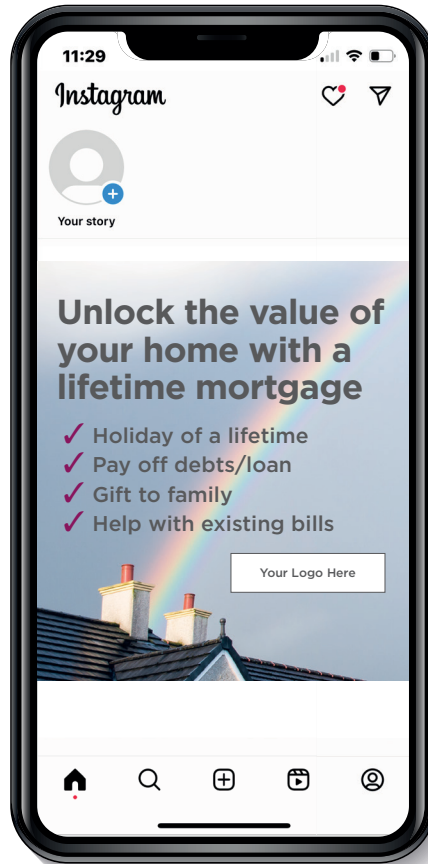
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Social Ad

Build brand recognition and reach out to new people who may benefit from your service with a simple static social ad.



[Submit your marketing toolkit enquiry here](#)

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Providing solutions for your future

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