



**Social Media for Mortgage Brokers**  
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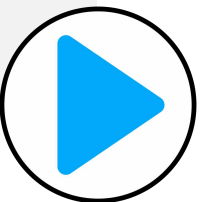
Facebook 101: 5 Tips every Broker should know



Creating a Social Strategy



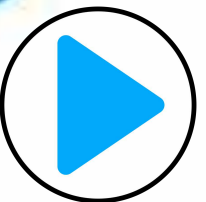
How Mortgage Brokers can handle social negativity



## Let the numbers do the talking

The average person has 5 social media accounts that they check at least once per day – Australia numbers below

- Facebook: 15 million active users
- YouTube: 15 million active users
- Instagram: 9 million active users
- Snapchat: 6.3 million active users
- LinkedIn: 5 million active users



# Tool or Toy?

## Social Media Targeting

- Age, Gender & Location (down to the km)
- Interests, job titles and hobbies
- How old someone's kids are
- How much someone earns
- What you click on, what you watch
- How long you've been in a relationship
- Messenger: Sampling – What you're saying in everyday conversations





# Content Marketing

- Creation and sharing of online materials
- Videos, Pictures, Blogs, How-to's
- Telling your story on social media
- Giving value to your audience
- Live updates of what is happening
- In 2017, became the #1 form of marketing because it:

**Build trust, awareness, generate new interest, drive people to your website, create a community around your business, create engagement with the people that matter to your business, create brand authority**



# Creating a Community around your Mortgage Broking Business

- Identify your Target Audiences
- Choose the right Social Media channels
- Curate your content
- Create a voice/culture for your channels
- Be real, open, empathetic and relevant
- Be consistent with your topics
- Be consistent with your posting
- Connect with people of influence
- Create content that people want to share



# Why Brokers should be posting more videos

- Every Social Media channel pushes video content more than any other form
- Videos generate 5 times more shares than photos or written text posts
- Videos under 30 seconds get the highest engagement, videos over 3 minutes reach more people
- 46% of viewers will act after they've watched a video
- Viewers will retain up to 95% of a message when seen in a short video
- By 2021, almost 90% of all online traffic will be in video form.





## There's more...

- Over half of all videos watched online are on phones
- 85% of Facebook videos are watched without sound
- People spend on average double the amount of time on pages with videos, than those without
- Native videos reach more people organically (Don't post links to YouTube on Facebook)
- Your iPhone can create awesome videos





# Tips for Brokers

1. **Make Videos!** Native video organically reaches 70% more people than a link from YouTube – stop posting links and start posting straight to each app
2. **Share your posts** from your business pages to your personal pages, ask (you can only ask) your staff to share
3. **Use subtitles** on all of your videos. If 85% of viewers are watching without sound you need to be using subtitles!
4. If a video is getting lots of likes and comments, you can **spend some money** on it and promote it to more targeted people
5. **Retarget people** who are engaging with your posts using Facebook ads
6. Post **consistently**



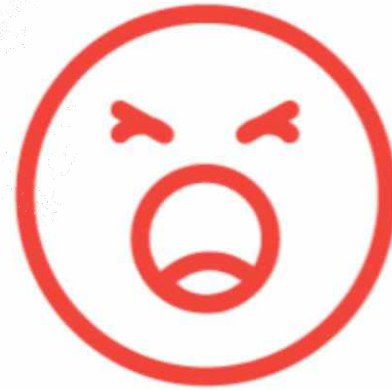
# Creating a Strategy

- Choose a logo, font and colour palette that will be the same across all channels
- Create an ideal target audience – think about their age, where they live, what they like to do and see – You may have more than one ideal target audience
- Create a Content Calendar for each month, and take the time to schedule all of your posts ahead of when they happen.
- Create patterns you can follow easily
- Keep an eye on your likes and comments for each post, this will help you to better work out what kind of topics work well, what time your posts get the most engagement, and when things aren't working



# Dealing with Negativity

- Be quick to acknowledge genuine negative comments
- Be empathetic
- Take it out of the spotlight
- Be accountable
- Keep track
- Don't reply to social media "Trolls" and sort out the real negative comments from the fake or over-the-top
- Talk the talk, walk the walk



# Who am I?

- Born & Raised Yeppoon local
- Background creating marketing plans for businesses using TV, Radio, Outdoor, Social Media, Google Search
- Started Social & Digital Australia
- Moved to Brisbane in 2017
- Founded & Launched Video Domain after selling SDA to Grant Broadcasters
- Social Media Speaker & marketer



