

12 May 2020 | Internship code ID: SCU18ID5501



Timeline productivity

1.5 hours

30 mins - Daily Strategy
30 mins - Report Making
30 mins - Checking Work

2 hours

Folloow Up Previous Users,
Connecting New Users,
Interacting and Sharing Information

1 hour

Checking todo list daily
Figuring out new issue
Read new information
Attending meeting and mails

1.5 hours

Interacting new people daily
Learn & boost yourself



Approaches

Creating Connections

Social media facilitates two-way communication and enables banks and credit unions to talk with — not simply to — customers and members. Financial Social Media reports that 44% of mass affluent consumers that use social media interact with financial institutions specifically. Interacting with customers and members on social media cultivates mutually beneficial, stronger relationships, which can contribute to brand loyalty and customer satisfaction.

Promoting plans

Possessing fun and friendly qualities, social media affords a distinct opportunity to sensationalize banking solutions with creative campaigns and positioning. A study performed by LinkedIn found that 63% of mass affluent consumers were motivated to take action after learning about financial plans and services on social media – so there is legitimate value in talking banking on social media.

Advertise on Social Media Post

There were several agents who purchase Newspaper with their insurance marketing in exchange for buying the expenses of newspaper material. Many newspaper need to cut expenses and will make a deal. Make sure they don't cover up your message with a flyer or a sticker.

Local Networking Events

Chambers of commerce and professional organizations host networking events all the time and you won't miss them if you sign up for their email newsletters and pay attention. Make as many connections as possible and follow up with those who can assist your insurance marketing with referrals. Networking events are always loaded with salespeople so focus on how you can be different, help those you meet and have fun.



Goal & Strategies

Goal

My goal is to get more leads for our company by interacting with as many people I can through different platforms in various ways.

Strategies

Swot Analysis, Review our connected user, Interact with them, Understand your point & way you discussed, Listen & understand their needs, Keep learning & updating yourself



Resource

Blog

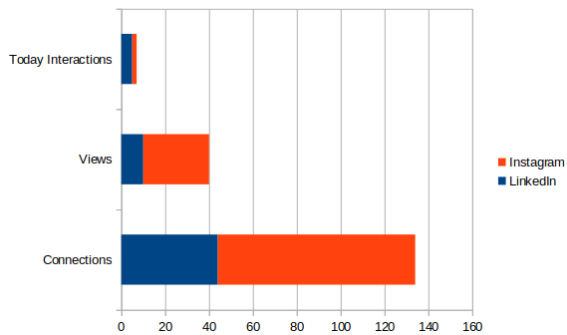
[The Complete Guide To Social Media Marketing For Bloggers](#)

Video

[Finance needs more marketing](#)

Data

Customers



Posts

