

To: All Wholesale Sales Team

Date: April 19, 2021

Ref: Social Media Strategy

Team,

We are implementing a company-wide social media strategy aimed at growing our online presence, promoting our programs, increasing engagement with customers and increasing your individual business. Please keep in mind we are doing this to benefit & support YOUR activity and the success of our strategy is contingent on your participation. There are many reasons for all of us to be active on social media, not just the marketing department. A few such reasons include:

- Increased social media presence to reach a larger audience outside our account, prospect and lead pool
- Interact with prospects, leads and customers by sharing content
- Becoming a resource/wealth of information for our industry
- Better positions in search engine results
- Drive more web traffic
- See what people are saying about our offerings

It is recommended that all Wholesale Sale Team members should have a presence on LinkedIn with their updated bio reflecting that they are currently employed at Acra Lending.

It should not take more than 15 minutes for each of you to sign up for a LinkedIn account if you do not have one already. The accompanying guide will give you an overview of how to do this and some guidance for where to find resources.

Follow the steps in the guide and if you have any questions, you can reach out to the Marketing Team at: marketing@acarlending.com or to your manager.

Thanks,

Marketing Team

Acra Lending
