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Volume 2: Issue 10

MARKETING Made Easy

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Optimizing Your Social Media Efforts

As you know, social media is an important digital marketing tool that can provide your practice with increased visibility and brand awareness. As you look for ways to expand your digital marketing presence in the new corona-economy, social media can be a cost-effective way to secure more leads and attract new business.

We recently spoke with Amanda Koenig, our Social Media Specialist, and asked her to share some tips and insights to help you make the most of your social media efforts. Here are a few suggestions she shared:

1. *Build Engagement Every Day* — It's crucial to engage with your audience at least once a day, whether it be commenting, liking and sharing other people's posts, or responding to messages. Regular engagement can help bring more visibility to your brand as well as increase audience reach. This simple daily step can go a long way in making your brand a well-known name in the community.
2. *Content*: If you're unsure about where to begin, or what to post, think about content that *educates*, *inspires*, or *entertains* your audience. Don't be afraid to mix it up.
3. *80/20 Rule* — Remember that people buy relationships, not products or services. A good rule of thumb is to keep about 80% of your social media posts business-related; the other 20% should showcase the personal side of

your practice. Keeping this in mind can help to build rapport with followers.

A Great Way to Get Started—Facebook “Likes” Campaign

If you are just getting started with your social media efforts, Facebook “Likes” campaigns can be a good way to establish a solid foundation for your social media presence. A “Likes” campaign is a paid advertising campaign targeting those who might be interested in your brand with the hope that they will give your page a “like”, so they can follow and stay up to date with whatever you post.

When done right, Facebook “Likes” campaigns can be a cost-effective way to connect and engage with your followers and grow your social media presence. Amanda recently worked on a “Likes” campaign for some of our social media accounts that generated about 2,000 likes across our 5 Facebook accounts in just 3 weeks.

The great thing about social media is that it can be a great way to promote your brand and practice, without breaking the bank. If you are just getting started, here are a couple of free resources that might be helpful:

- **Canva.com** — for creating professional quality designs and graphics
- **Hootsuite.com** — for campaign scheduling and management

If you have any questions about the best ways to get started, how to optimize your social media efforts, or would like to set up a social media audit, please schedule a meeting with [Amanda Koenig](#).

OCTOBER ADVISOR MEGA-HIT!



DANIEL AGEMY
COO
INVESTMENT ADVISOR



AGEMY
FINANCIAL STRATEGIES, INC.

A Retirement Income Store



October Megahit: Daniel Agemy

Each month, we like to feature an advisor that's doing excellent work out in the field. This month, we've decided to feature Daniel Agemy, Chief Operating Officer and Investment Advisor Representative from Agemy Financial Strategies, Inc.

Daniel heads up the Denver office of Agemy Financial Strategies, Inc. and has been in the business since he was a young child, helping his father in the office. He also received his CPM designation in 2018 from Columbia University and co-hosts the Financial Strategies podcast weekly with his father, Andrew.

Daniel has been doing great things at the Denver office, and that has shown to his Primary Coach. He has been embracing the Sales Process and working to use it to its full potential when meeting with clients.

Primary Coach Rick Bates had this to say:

He has been very teachable during our sales process coaching calls. If he doesn't get something just right during a call, he will work on it and have it perfected by our next call. He catches on to instructions quickly and it will surely result in increased sales.

Well done, Daniel! You're an example of what happens when you fully embrace the process, and we know that this will help you finish 2020 strong!



Amanda Koenig is our Social Media Specialist, having transitioned to this role from her previous Marketing Coordinator position.

A graduate of University of Central Florida with a Bachelor's degree in Entertainment Management, Amanda has been responsible for handling social media for AA, SIS, and RIS.

Her previous position as Social Media and Creative Coordinator at Zagaria Vocal Academy in Boca Raton has prepared her well for her new role.

Some of Amanda's recent social media initiatives include creating a 3-month organic campaign across all our company platforms that align with our messaging, engage and educate our audience, and cross-promote between our multiple accounts.

Amanda says "My goal is to create high quality, engaging content that converts viewers, whether it be recruits or retirees. I want to create a strategy that your audience can connect with. People buy relationships, not products. I want to build a loyal fanbase and provide them with consistent, curated content within our industry."

Amanda is able to help create any type of Facebook, LinkedIn, or Instagram campaign that can generate leads, likes, brand visibility, and website traffic for all of our advisors. If you are interested, please send in an MOF and Amanda will contact you to find out what your goals are!

Monthly Comic



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The Retirement Income Store
NEWS
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Women, Investing, and Longevity

It's no secret that, historically, women have been able to enjoy longer life spans than men. In fact, according to the World Health Organization, women typically outlive men by an average of six to eight years.¹ What might come as a surprise is that according to a study published in the *Journal of American Geriatrics*, women are four times as likely to make it to age 100 than men.² Although this is great for women, since they will be able to enjoy more time with their friends and family, it also means that many will need to be prepared to manage their finances on their own during the later years of retirement.

The good news is that according to a 2016 Fidelity study, female investors tend to outperform male investors—so women are definitely more than capable of managing the finances.³ Where many couples and retirees fall short is in planning for a long retirement. Many don't realize that they could, in fact, need to have enough income coming in the door for 30 years, or maybe even longer.

This is why it is important for all retirees, and especially women, to have a financial plan in place that accounts for the possibility of a longer lifespan. And, if your plan focused on preserving your principal, so you can use it to generate steady and renewable streams of income, can help you enjoy a comfortable lifestyle well into your final days in retirement.

The secret to being able to enjoy steady streams of retirement income, comes down to one simple, yet powerful, change you need to make ahead of retirement. And, that is to make the switch from investing for growth (G), where you are basically crossing your fingers hoping your investments will appreciate in value, to investing for income (I), where you can count on steady interest and dividend payments that are contractually obligated to be paid to you.

This is why our good friend, and Income Specialist, Patrick Pearson—President of Pearson Financial Group in Staunton, Virginia likes to say: *If you want your retirement to be stress free, invest for the I and not the G.*

Investing for Income
Can Help You Achieve Your Retirement Goals Always Enrolled

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The Retirement Income Store® Newsletter is a great resource to help educate your clients and prospects about the benefits of Investing for Income.

In the October issue, we discuss Women & Investing, Jim Lineweaver's new book launch, and much more!

Send [this link](#) to your clients for their free trial!



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