



A Quick-Start Guide for Using LinkedIn

Social Selling for
Financial Professionals



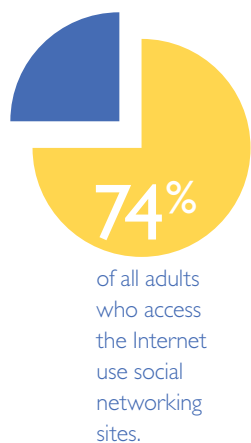


Pacific Life refers to Pacific Life Insurance Company and its affiliates, including Pacific Life & Annuity Company. Insurance products are issued by Pacific Life Insurance Company in all states except New York and in New York by Pacific Life & Annuity Company. Product availability and features may vary by state. Each insurance company is solely responsible for the financial obligations accruing under the products it issues.

**No bank guarantee • Not a deposit • May lose value
Not FDIC/NCUA insured Not insured by any federal government agency**

Attract Prospects and Engage Clients with Social Media

Join the Conversation



Today, millions of Americans connect through social networking sites like LinkedIn, Facebook, and Twitter. For many, communicating on these sites is a normal part of their daily routines—an important way to keep in touch with friends and, increasingly, to interact with professionals they trust. As of January 2014, 74% of adults who access the Internet use social networking sites.¹

Your clients and prospects may rely on information they gather themselves before scheduling time to speak with you. According to Forrester Research, more than 80% of potential new clients discover new brands, products, and services from family and friends, while only 36% rely on salespeople alone for information.²

Potential clients may be searching online for information about you right now. If so, what will they find? What do you want them to know about you?

Help Clients and Prospects Find You

Mainstream use of social media has changed the way people and businesses communicate. This is especially true for financial professionals whose businesses are driven by networking and developing solid relationships. A joint study by LinkedIn and Cogent Research found:



¹"Social Networking Fact Sheet," www.pewinternet.org, January 2014.

²"The Future of Social Selling," Forrester Research, Inc., May 2013.

³"Social Media's Growing Influence Among High Net Worth Investors," Cogent Research and LinkedIn, May 2012.

45%

MORE
OPPORTUNITIES

80%

MORE
PRODUCTIVE

Transform Cold Calls into Warm Introductions

Some say cold calling is dead. But really, it's not the calling that's dead; it's the "cold."

How often do prospects answer phone calls when they don't know you or recognize your number? Would identifying common ground or mutual acquaintances before you place the calls increase the effectiveness? Establishing a foundation for your introduction gives you an advantage.

Social media can be used to quickly uncover information that helps you find, relate to, and engage more prospects in the same or less time than cold calls. According to research from LinkedIn, sales professionals building their own leads and pipelines through social selling create 45% more opportunities and are up to 80% more productive.¹

Consider spending 30 minutes on LinkedIn and generating actionable prospects and referrals. Connecting with people who want to hear from you is more effective than interrupting strangers.

Joining LinkedIn offers financial professionals access to a business-focused social community and a growing audience of financial consumers.

Enhance Traditional Networking and Marketing Efforts

Establishing a LinkedIn presence, and participating in online groups or discussions, can help you stand out as an industry thought-leader and increase the visibility of your practice to an influential audience. This exposure creates opportunities to build brand identity, position yourself for referrals, grow your network, and enhance your traditional marketing or networking efforts.

According to a survey of financial advisors using LinkedIn, more than three out of five gained new clients with almost a third of these generating \$1 million or more in assets under management.²

¹"Social Selling Drives Sales Results," LinkedIn Sales Solutions, accessed 12/18/14, www.Linkedin.com.

²"Financial Advisors' Use of Social Media Moves from Early Adoption to Mainstream," FTI Consulting and LinkedIn, May 2012.



Promote events, webinars, or speaking engagements.



Build relationships with local professionals such as attorneys and CPAs.



Reach out to future heirs of current clients to build relationships and possibly lessen attrition when inheritances are received.

In 30 Minutes You Could...



Grow rollover business by identifying contacts who are changing jobs and have 401(k) money that may need to be moved from a past employer.



Show interest in your clients' lives by reaching out during life events or times of change.

The Four Key Aspects of Social Selling Using LinkedIn

In many ways, LinkedIn complements the way you already build and manage your practice. Social selling is the strategy of using social media to help deepen relationships with existing clients and prospect for new ones.

Follow the four key aspects below for an effective social selling strategy.

Be sure to follow any compliance guidelines that your firm may have regarding the use of social media and social media networks.

1

CREATE Your Presence

2

BUILD Your Network

3

KNOW Your Clients

4

ESTABLISH Your Expertise

I. Create Your Presence



Start by registering for LinkedIn (www.Linkedin.com) and creating a complete and personalized profile.

- Fill out your profile as completely as possible, including your business background and education.
- Include personal interests that others might relate to, such as community service activities, participation with nonprofit boards, and hobbies.
- Upload a photo that represents you at your professional best (business attire, smiling, looking into the camera). Profiles with photos are seven times as likely to garner interest on LinkedIn than those without.¹
- Follow LinkedIn Influencers; these are industry leaders who publish articles on LinkedIn and who have similar interests and professional skill sets.



See the **How to Create and Update Your Profile** guide.

¹“Your LinkedIn Playbook: Tips for Tackling the World’s Largest Professional Networking Site,” LinkedIn Official Blog, accessed 12/18/14, www.Linkedin.com.

2. Build Your Network



LIMIT VISIBILITY

If you're concerned about other financial professionals viewing your connections, LinkedIn allows you to limit the visibility of your connections.

Build your online network so you can establish a path for two-way communication with current contacts and position yourself for introductions to new ones. In effect, you'll be building an online, continually up-to-date database of clients and prospects.

Connect with Your Existing Contacts

- Use the search function to locate LinkedIn members who you already know, such as clients and current prospects, and invite them to connect with you.
- Personalize your invitations with a few words of your own. You'll make a better impression, and you should get a higher rate of acceptance.
- Every time you make a new connection, look at that individual's profile. You can gain new insights into his or her life by viewing professional history and any content shared on LinkedIn.



MORE LIKELY

Statistics have shown that clients gained through LinkedIn are three times more likely to have been found using the site's search tools or by requesting introductions to new prospects.¹

Identify Prospects and Ask for an Introduction

LinkedIn also provides tools to discover ways you are connected to your prospects through existing contacts. When looking at a potential client's profile, you can see people you know in common and request an introduction. Clients may struggle to answer an open-ended question such as, "Do you know anyone who could benefit from my services?" They may be more open to providing an introduction to someone in their networks if you identify the individual. Using LinkedIn has the added advantage of providing a way for you to target and research prospects at the same time.

Quickly Connect with Groups

LinkedIn makes it simple to search for and locate groups of individuals who share common interests. These may be professional, special interest, or alumni groups.

- Consider joining groups whose members may fit your client profile.
- Join the alumni page of your own college, where you'll find powerful tools to connect with alumni according to geographic locations and backgrounds.

The more connected you become, the more opportunities you'll have to turn this powerful communication channel into a source of ongoing business opportunities.



See the [**How to Request and Accept LinkedIn Connection Invitations**](#) guide.

¹"Financial Advisors' Use of Social Media Moves from Early Adoption to Mainstream," FTI Consulting and LinkedIn, May 2012.

3. Know Your Clients



Learn what matters
to your clients.

When you're connected to individuals or a group, you'll see their conversations and postings on your LinkedIn newsfeed. This is a chance for you to learn the things that matter to your clients and when important events happen in their lives.

- Log in to LinkedIn regularly to check your newsfeed.
- Respond to individuals with information that reflects your knowledge and services—but be careful not to pitch your services. In social media, the key is not to push, but to “pull” clients and prospects toward you by establishing yourself as a source of trusted, reliable information.



See the **How to View Your LinkedIn Activity Feed and Notifications** guide.



4. Establish Your Expertise and Build Trust



Valuable content helps
build your credibility.

Sharing valuable content is as important as listening. If your content adds value to your connections, it will help build your credibility. You want your prospects to feel like they can get to know you as a trustworthy and likable person.

- Post interesting and useful links and articles for your connections to read.
- Share status updates regarding your business as it pertains to your connections.
- Visit groups you have joined and participate in conversations that relate well with the group.

The preceding activities can be a great way to keep your name in front of your clients while also building your reputation and trust among prospects.



See the **How to Post Content on LinkedIn** guide.

A Word about Compliance

Of course, as with any form of communication, it's important to know the compliance guidelines your firm has regarding social selling and social networking sites. Know the guidelines and coordinate closely with your firm. Keep in mind that the regulatory landscape continues to change as the financial services industry adapts to newer forms of technology.

Pacific Life Is Ready to Help

At Pacific Life, we work with financial professionals who are using social selling successfully to create deeper client relationships and grow their businesses. In fact, our consultative wholesalers actively use LinkedIn to communicate, interact, and share valuable information with their connections.



{ Learn more by visiting
SocialSelling.PacificLife.com. }

Learn more about how social selling can position you for referrals,
enhance client relationships, and build your online brand.

Call your consultative wholesaler at
(800) 722-2333 or visit SocialSelling.PacificLife.com.

This informational guide is for educational purposes only. Pacific Life is not affiliated with your financial institution. Remember that you must always follow your firm's policies, procedures, and guidelines.

Pacific Life and its affiliated companies are independent of LinkedIn Corporation.

Newport Beach, CA

I2001-15A

