

Marketing Month 2025

Week 3 - Letting people know what you're all about



Paradigm

Letting People Know What You're All About

Welcome to Week 3 of our Marketing Month!

Everyone's aware of social media these days, aren't they? Even if you don't have an account yourself, you'll certainly know someone who does – and that's no surprise when **more than half the world's population now uses at least one social media platform!**

Because of this, social media has become an absolutely vital part of any marketing strategy. It's a fantastic and **free way to stay connected** with your existing customers (and potential new ones!) while also gaining valuable **visibility for your business.**

The landscape of popular social media platforms is constantly shifting and evolving, with different audiences tending to gravitate towards different sites. Remember when we said marketing is all about **getting the right message to the right person at the right time?** Well, social media truly allows this to happen! For instance, if you're looking to target first-time buyers aged 18–30, you'd likely find more success on platforms popular with that demographic, rather than, say, Facebook, which typically has an older user base.

Which social media platforms do you think your ideal customers are spending most of their time on?



Smart Social Media: Quality Over Quantity

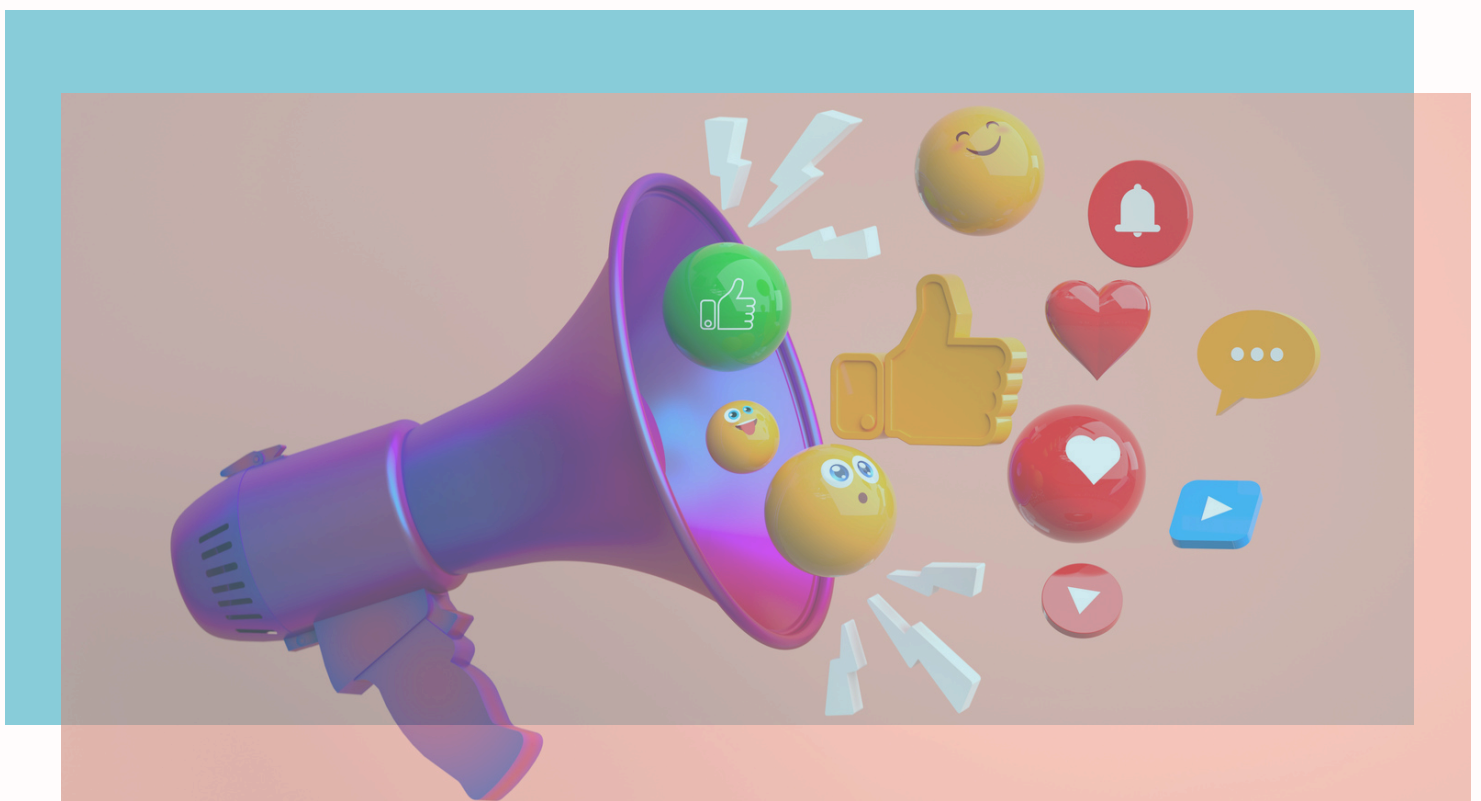
We strongly recommend not creating accounts on every single social media platform out there. Instead, it's far more effective to start small and master one platform really well before considering managing numerous accounts.

If you already have a strong presence across multiple platforms, take a look at your analytics to see which posts are performing best. You can then apply these insights to your future content to maximise your effectiveness and integrate them seamlessly into your overall marketing strategy.

In this guide, we'll cover the basics to help you get started, including:

- Choosing the right platform for your business.
- Our top tips for engaging content.
- Understanding social media analytics.
- And, of course, creating eye-catching images (legally!).

Ready to dive into making your social media efforts truly count?



Choosing the Right Social Media Platform for Your Business

With so many social media platforms to choose from, each offering a different user experience, it can feel a bit overwhelming! A great starting point is to figure out which platforms will truly work best for you and your business. You might be thinking they're all pretty much the same, and you can just post the same message everywhere and hope for the best. However, just like with traditional marketing, different platforms have different audiences, so simply repurposing content won't always give you the results you're hoping for.

In this guide, we'll focus on some of the more established platforms commonly used in marketing: Facebook, Instagram, LinkedIn, and TikTok.

Okay, How About LinkedIn?

LinkedIn is primarily designed for individuals and businesses operating in a professional capacity. It's largely a business-to-business network, widely used for job hunting and sharing professional content. However, it's also incredibly useful for demonstrating your background, experience, and sharing more about your business with potential customers.

As a financial adviser, you can use LinkedIn to share industry news, as well as articles you've written – perhaps on topics like 'Green Mortgages – are they really sustainable?' – pieces that will get people thinking and showcase your expertise. While you might mostly connect with other professionals here, it's worth remembering that most of these people will, at some point in their lives, require financial advice that you might be able to help with. A handy new feature is the ability to schedule future posts directly without needing additional software, making it even easier to plan your content ahead.

Our verdict: Yes, it's definitely worth a shot!

Should I Use Facebook?



Facebook is a platform predominantly used by individuals in a personal capacity, making it well-suited for business-to-customer (B2C) marketing. It's excellent for targeting both existing customers and new prospects. Facebook often runs promotions for free ad credits throughout the year, so it could be worth testing out some ads and using the data to see if it works for your business.

Our verdict: Yes, you should!

Is Instagram Right for Me?



While Instagram might seem like somewhat uncharted territory for most in financial services from a professional standpoint, it shouldn't be entirely ruled out. With over 1 billion monthly active users, the smart use of hashtags could really help you discover customers you haven't targeted before.

Our verdict: Only if you'll be taking or creating images and short videos suitable for this visually-driven platform that will genuinely generate leads for you.

What is TikTok?



TikTok is a video-sharing app where users create and share short-form videos on virtually any topic. With over 1.1 billion users, recent research by One Poll for Westfield (October 2022) found that 60% of people now choose social media as their go-to place for financial advice and guidance. Of course, it's absolutely crucial to remember that you must remain compliant and ensure all communication on the app is clear, fair, and not misleading.

Our verdict: Yes, but only if you have the time and resources to consistently create short, engaging, and informative videos that meet compliance standards.

Making the Most of Your Social Media Presence

Once you've decided which platforms are right for your business, there are a few more tips to help you get the most out of social media.

Choose Relevant Usernames!

If you don't already have accounts set up, we definitely recommend ensuring your **usernames or handles** are all relevant to your business. Avoid anything completely random or a bit silly; consistency and professionalism here really help with recognition!

Location, Location, Location!

It's a really good idea to include your location on all your social media profiles. This can be particularly helpful if your company name is quite popular or shares similarities with other businesses across the country or even the world. It makes it much easier for local customers to find you!

Use Calls to Action!

Social media is a brilliant way to **direct people back to your website** or to places where they can get more information. Once a potential reader is on your site, they'll hopefully be encouraged to explore more pages. Don't forget to use **tracking links** so you can analyse how popular the post was – you can find out more about this in our Week 2 Guide!

Scheduling and Planning Makes Life Easier!

Tools like **Hootsuite** are fantastic for managing your various accounts across different social media platforms. You can even try it for free for 30 days! From just one platform, you'll be able to **plan your marketing messages, schedule posts** to go out at specific times, **monitor engagement** from your followers, and get basic **analytics** to understand whether your content is successful. It's a real time-saver!

Monitor Your Accounts!

You might have noticed on the previous page that we didn't mention X (previously Twitter). It goes without saying that what works for one business might not work for another. We recently stopped using this platform for various reasons, but mainly because we've noticed a significant decline in engagement and followers – and we're not alone. The app is no longer one of the most popular to use, and sits far down the list behind Facebook, Instagram and TikTok. This highlights the importance of keeping an eye on your own platform performance.

Have Fun!

While there are certainly important things to remember in marketing, promoting your business on social media also gives you a fantastic chance to **get a bit creative and have some fun!**

Which of these tips are you most excited to implement for your business's social media?



Nurturing Your Social Media Community

Social media isn't just about broadcasting; it's about building connections!

Build and Utilise Your Community!

We highly recommend **following as many local businesses and individuals as you can**. They are all potential customers, and many might just follow you back, expanding your reach organically. Be sure to check **relevant hashtags** and actively **interact with people who use them**.

Remember, you can always **ask people you know well if they would be willing to share certain messages** to widen the audience you can reach. Your existing network can be a powerful asset!

What's a Hashtag?

A **hashtag** is essentially a searchable link. By including one, you create a link that means your content will appear whenever someone searches for that particular phrase. This is a fantastic way to **reach a wider audience** interested in specific topics. If you'd like to dive deeper, we have a helpful **Hints & Tips infographic** on our Summer School of Marketing page.

Link It Back!

Always include **links back to your website** where readers can find information relevant to your post. This helps improve your website's 'hit rates', and once a reader is on your site, they'll hopefully be encouraged to explore more pages. Don't forget to use **tracking links** so you can analyse how popular the post was – you can find out more about this in our Week 2 Guide!

Be Careful What You Share!

It's crucial to **be careful about any content you share**. Have you read the content on any linked articles, and do you definitely agree with everything said? In particular, you might want to be cautious about **opinion pieces and articles** without having read the entire thing, as sharing this can easily be perceived as an endorsement of all its views.



Unlock Insights with Business Accounts

There are definite perks to using a **business account** for your social media profiles. One major benefit is that they **automatically track and create reports on your posts**, often provided for free! These reports are incredibly helpful for understanding more about your audience and how successful your posts are.

For instance, you'll immediately see some high-level data about your activity over a 28-day period, such as the **number of posts**, how many times these posts have been seen (**views**), **profile visits**, how many times you've been **mentioned**, and your total **number of followers**. For each of these metrics, you'll also see the change compared to the previous 28-day period, helping you track your progress. LinkedIn analytics, for example, can be found via your profile and underneath each post. It's worth noting that these insightful analytics only work for business accounts, not personal ones!

If you don't already have an account set up, we definitely recommend ensuring your **usernames or handles** are all relevant to your business and not just something completely random or a bit silly.

Are you currently using a business account for your social media, and if so, what insights have you found most valuable?

Make Them Stop Scrolling: The Power of Eye-Catching Visuals!

STOP! Don't scroll...

If you use social media yourself, you'll know there's a constant flood of posts from countless accounts. Most of the time, it's just too much to take in, and we end up barely paying attention to the actual content. This is precisely where you need a **good, eye-catching image or video** to help you stand out and make your audience hit the brakes on their scrolling!

Need proof? Look at Instagram, a predominantly image-led platform, which now accounts for a massive **93% of influencer marketing**. Posts with images aren't just more eye-catching; the algorithms on most social media platforms actually **prioritise content with more likes, comments, and shares**, especially when that engagement happens quickly after posting.

So, it's a smart idea to remember: **the better your post looks, the better engagement it's likely to receive**, which in turn leads to a larger audience seeing your content.

Keep It Professional

Hopefully, it goes without saying that when you're posting in a professional capacity, it's best to **steer clear of 'funny' images or memes**. While they might grab attention, if they're not related to your post, they could:

- **Worst-case scenario:** Cause offence to followers.
- **Best-case scenario:** Make your company look unprofessional.



OPPS!

Understanding Copyright: Don't Get Caught Out!

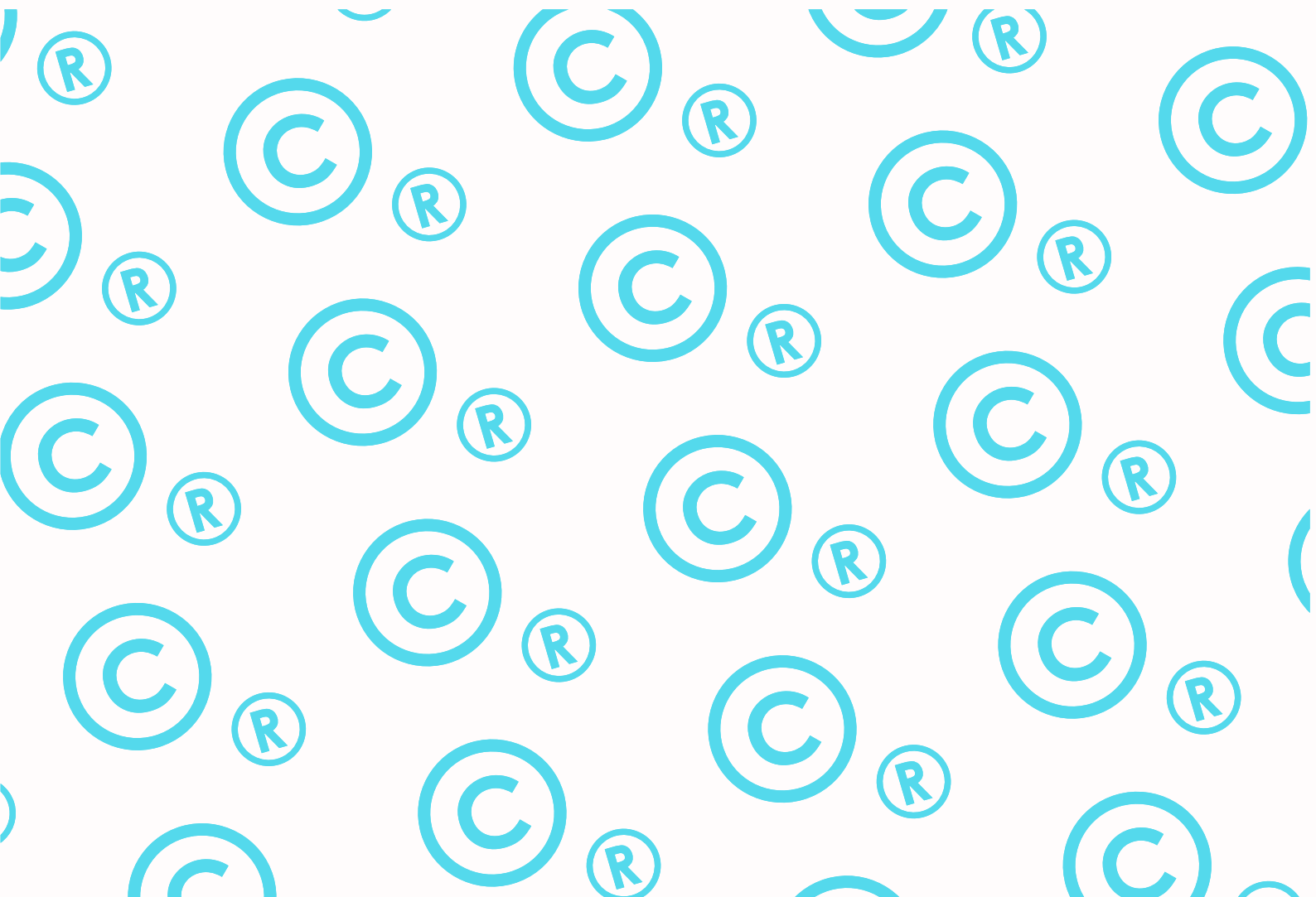
There's no question that, at some point, people have simply Googled an image, downloaded it, and used it as their own – whether on a website, for social media posts, or even on printed materials like posters. This is likely a **copyright infringement and should be avoided at all costs!** Deliberate infringement of copyright on a commercial scale can even be a criminal offence.

The good news is there are loads of **easy and free alternatives** available to get free-to-use images.

Keep in Mind... Copyright!

On the next page, we'll explore creating your own images in a bit more detail, but a great tip to remember is that certain websites host images you're allowed to use, all in one place and easily found via keywords. We personally love Unsplash, Pexels, and Pixabay as fantastic resources. If you're ever unsure if a picture you want to use is safe and free, please triple-check!

Do you currently use visuals regularly in your social media posts, and have you ever checked their usage rights?



Crafting Eye-Catching Visuals with Canva

Here at Paradigm, our daily go-to for creating brilliant images is **Canva**! This fantastic website gives you access to a whole host of **free images, shapes, and fonts**. You'll also find some excellent **templates** to work from, which even auto-generate in the correct size for the social media platform you're using. For example, you can simply search "LinkedIn social post" in their templates, and you'll see a wealth of content you can easily adapt for your business.

While this guide focuses on social media, Canva is incredibly versatile and can also help you create **banner ads, posters, PDFs, and even presentations**. There are tons of free options available, but they do offer a paid service that gives you access to absolutely everything on the site, including hundreds of additional images and fonts.

We highly recommend spending some time creating a **"bank" of graphics** that you can quickly customise for new updates. This will help you stay consistent with your branding and ensure your page looks professional and uniform. Having a template that you can easily update means you can create images and social posts within minutes, saving you time while still getting your business noticed. Plus, you can either upload your own images, like your logo, or use their vast database of images to search for exactly what you need.

Get Your Team Involved in Marketing!

Many companies don't fully utilise the power of getting their **employees involved in their marketing strategy**. Social media is all about connections and followers to get your message out there, so this is a real strength you can leverage!

For posts that you feel are particularly important for your business to highlight, you can **tag employees** in the social post, or ask them to **share articles, posts, or news**. The more shares or post interactions your content receives, the more likely it is that your post will be seen by a wider audience! Similarly, encourage employees to **tag your business page** in their own posts so you can engage with them and further enhance your visibility. If you ever feel you might be posting too much from your business accounts, consider asking employees to post from their own accounts and then re-share that content onto your business account. This can help break up your page's content and give your business a more personal feel! **And finally... get more people involved!**

What are your thoughts on involving your team in social media efforts – have you tried it before?

... week 3 over and out

We've reached the end of our third Marketing Month session!

As FCA-regulated firms, you know how crucial it is to keep customer communications and financial promotions clear and compliant. That's where we come in. Paradigm helps you highlight your services and attract clients, all while staying within regulatory guidelines.

Our experienced Technical Helpdesk, established in 2007, can streamline your financial promotion processes and help you create impactful, compliant materials for your target audience. We routinely review:

- Your website
- Marketing brochures and flyers
- Business stationery
- Blog content
- Social media posts

Ready to learn more? Call us at **03300 536061** or request a **callback**.

We're eager to hear your feedback and answer any questions about our Summer School sessions. Let us know what you think!

Best regards,

The Paradigm Marketing Team





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