LinkedIn

Optimize, Post, Connect: LinkedIn for Mortgage Brokers

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#4378429748

YOUR PRESENTER

Kelly South

Director of Wholesale Content and Communications

https://www.linkedin.com/in/kellysouth0714/

Marketing Director with 20+ years of experience in financial services, mortgage, and B2B/B2C marketing, including 10 years in the reverse mortgage industry.

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AGENDA

- Why Social Media?
- Profile Tips
- Content Best Practices
- Networking Tips
- Navigation
- Selling Index

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WHY SOCIAL MEDIA?

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SOCIAL MEDIA INSIGHTS

- LinkedIn is the **largest** professional network. More than **1 billion members** worldwide, with decision-makers across nearly every industry.

- **94%** of B2B marketers say building trust is the most important factor for business success.

- **LinkedIn for Business Development**
  - Networking today
  - Increase validation and reduce doubt
  - Research tool
  - Approximately 67 million companies have a presence on LinkedIn – meaning businesses are actively using the platform to network, hire, and share content.

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UNDERSTANDING YOUR AUDIENCE

Social media is a relationship-building tool, **not a direct sales tool!**

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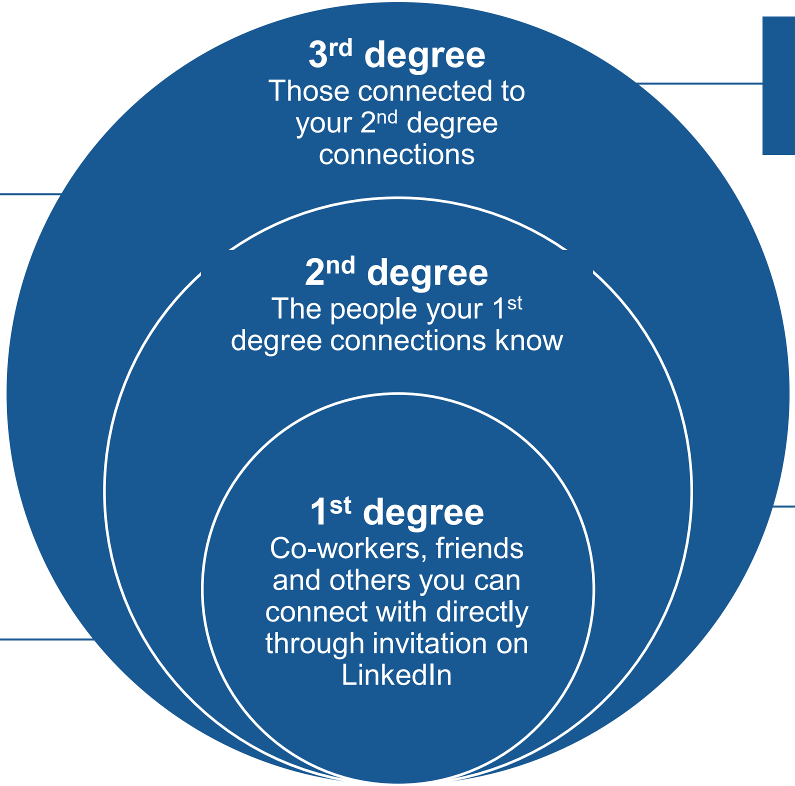
THE 3 DEGREES OF SEPARATION

The larger your network on LinkedIn (not just people you know directly or those they know, but third degree connections too), the greater the chance of connecting to people who can help your career

Your LinkedIn connections can connect you to “friends” of “friends” (including recruiters, managers, etc.)



Recruiters can find you through group connections or even at the 3rd degree level

Your LinkedIn connections can connect you to “friends” of “friends” (including recruiters, managers, etc.)

Source: Trendhunter.com

PROFILE TIPS

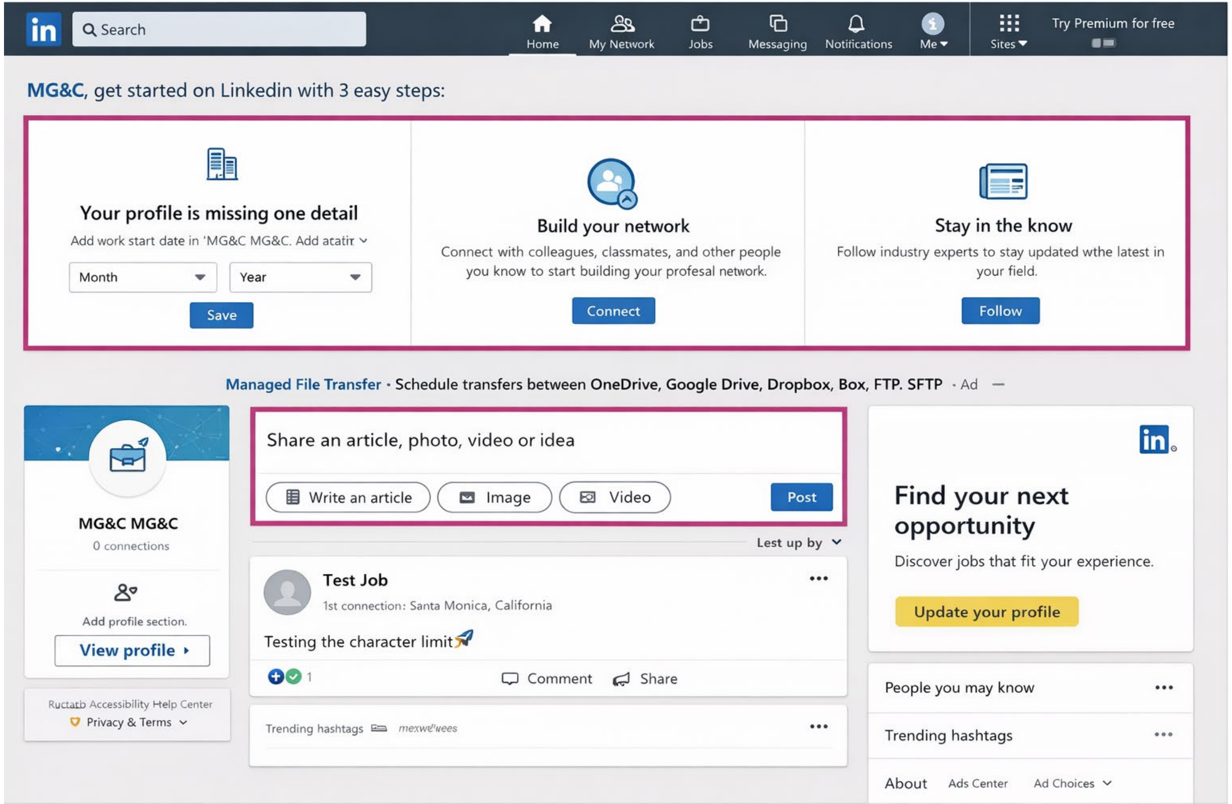
Follow LinkedIn's lead!

PROFILE TIPS

- This is your first impression
- Populate all key sections
- This is not an online resume – add personal touches!

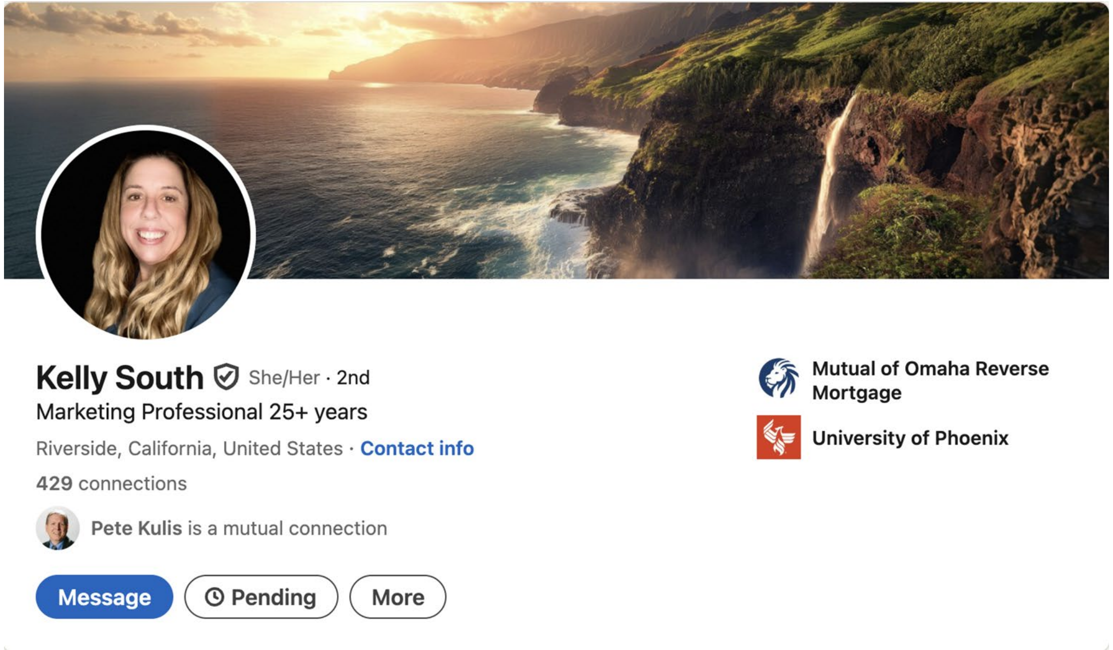
Pro tip:
Use a personal email account you will always have access to. If you originate, refer to LinkedIn Job Aid for required pieces of information.

PROFILE TIPS



PROFILE TIPS

- Adding a profile photo increases profile views 21X and increases credibility
- Add LinkedIn header image



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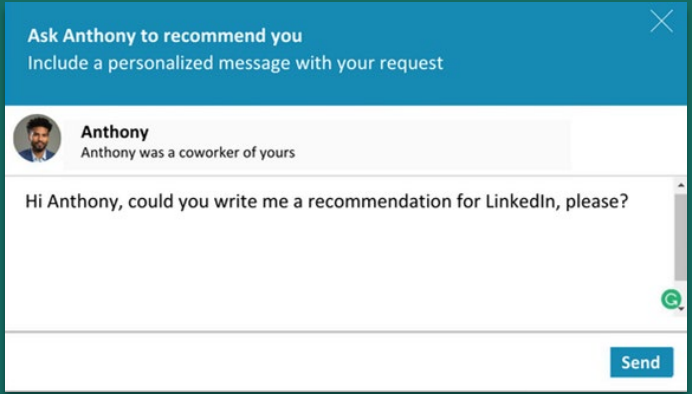
PROFILE TIPS: SKILLS & RECOMMENDATIONS

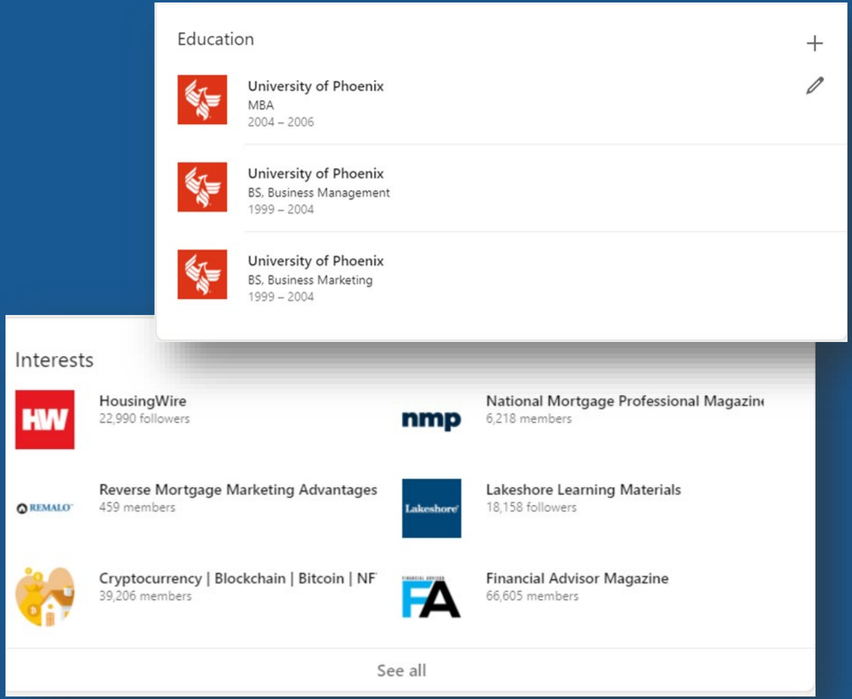
- **Goals**
  - Up to 17x more views with 5+ skills listed
  - Seach benefit, visibility
  - Build trust, credibility
  - Strengthen relationship (business partners)



Pro tip:
Convert positive email to a recommendation. Ask co-workers and business partners to recommend you on LinkedIn.

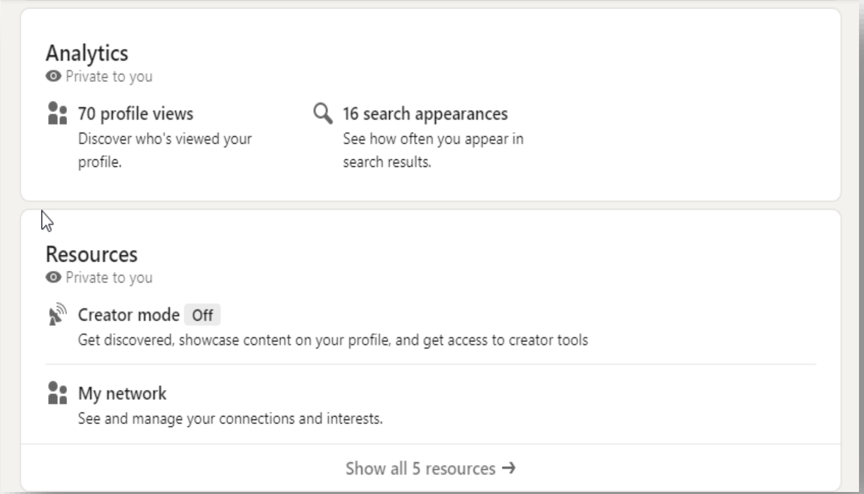
PROFILE TIPS: EDUCATION & INTEREST

- **Goals**
  - Leverage to build commonalities and as ice breaker
  - Certifications, training
  - Indicator of subject matter expert
  - Don’t forget to add volunteering, associations, memberships



PROFILE TIPS: SUCCESS!

- Accomplishments
- Validated who you are to business partners
- Headshot, summary, education experiences
- Increased your chance of being found by search
- Headshot, summary, endorsements, recommendations
- Laid groundwork to bond over shared experiences
- Education, experience, volunteering
- Provided opportunity for follow-up
- You can see who views your profile!



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CONTENT BEST PRACTICES

Keep it compliant!

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CONTENT BEST PRACTICES

- Content required – this is how you engage
- Know what you're linking to
- What will your business partners find valuable/interesting?
- Stay clear of hot-button issues, like politics
- Confer with your legal and compliance departments for requirements and company policies

Pro tip:
People can see what posts you have liked, so stay away from engaging with hot button issues!

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CONTENT BEST PRACTICES

- **Where to find content:**
  - Mutual of Omaha Reverse Mortgage Social Pages
  - Your company's LinkedIn page/YouTube channel
  - News articles and other media
- **Reminder:**
  - Please consult your legal/compliance department with any questions about content compliance

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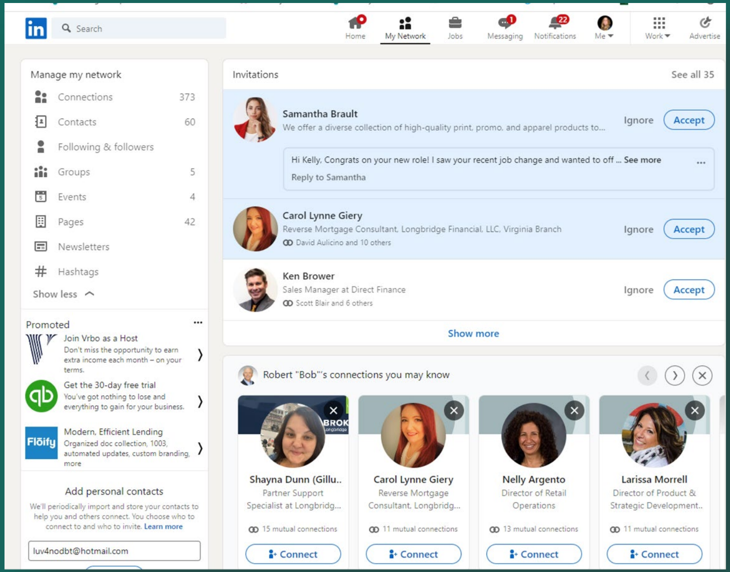
NETWORKING TIPS

Let's get connected!

NETWORKING TIPS: MY NETWORK

- Great place to start when getting connected
- Sync personal email to find connections
- See who your connections are connected to



Pro tip:
To find similar profiles, sync your personal email

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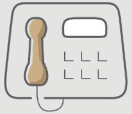
10 ADVANCED LINKEDIN STRATEGIES TO EMPOWER YOUR NETWORKING

Tag Others
Highlight people and organizations in your posts to increase your reach.

Offer to Make Introductions
Consider introducing your connections to each other prior to events.

Be Generous
Provide update that help your peers obtain new jobs and grow their networks.



Contact New Connections
Call your new connections after accepting their invitations.

View Connections in Reverse
Review your oldest connections first to renew your existing relationships.

Publish Consistently
The advantage of LinkedIn's publishing platform to repurpose your content.

Leverage LinkedIn Filters
Target your connections more effectively by filtering them.

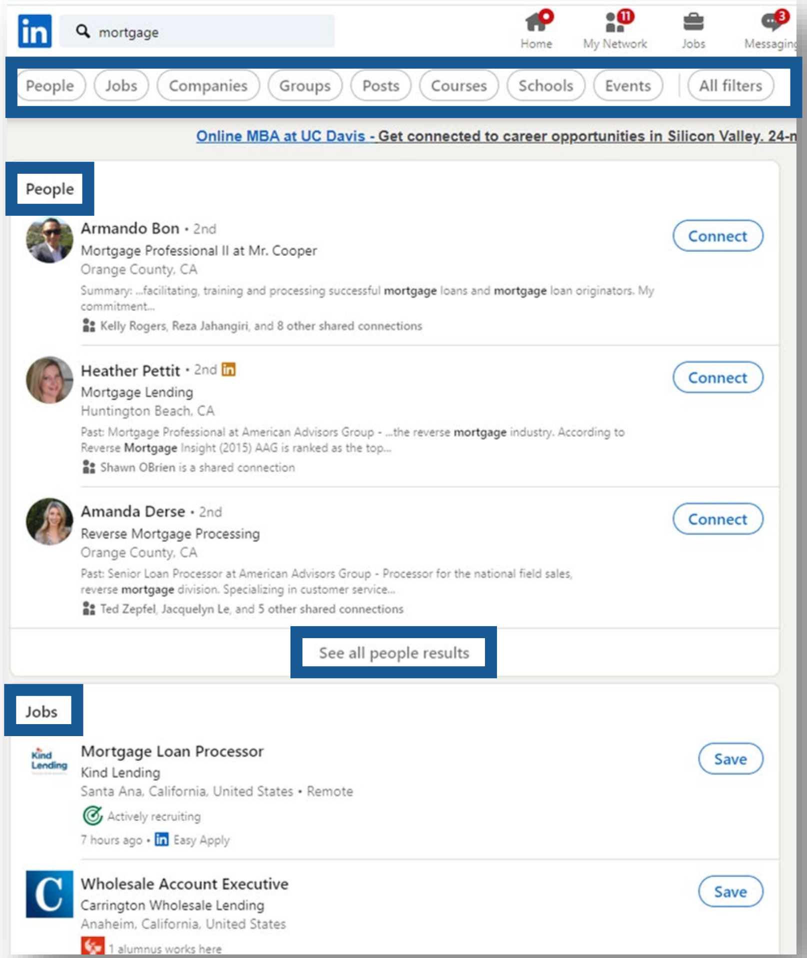
Engage Alumni
Prior to trips and events, contact and try to meet alumni.

Meet Group Members
Study the membership lists of your LinkedIn groups and send strategic and connection requests.

Perfect Your Profile
Revisit your profile regularly to ensure accuracy and enjoy automated update notifications.

NAVIGATING

Let's go to LinkedIn!



NAVIGATING

- Search by keyword or #hashtag, company name, etc.

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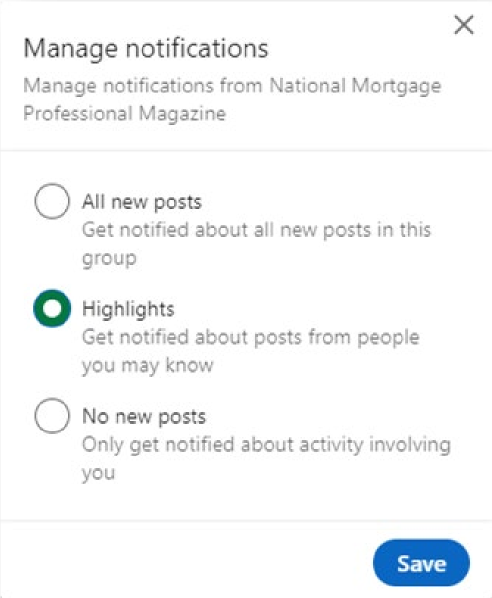
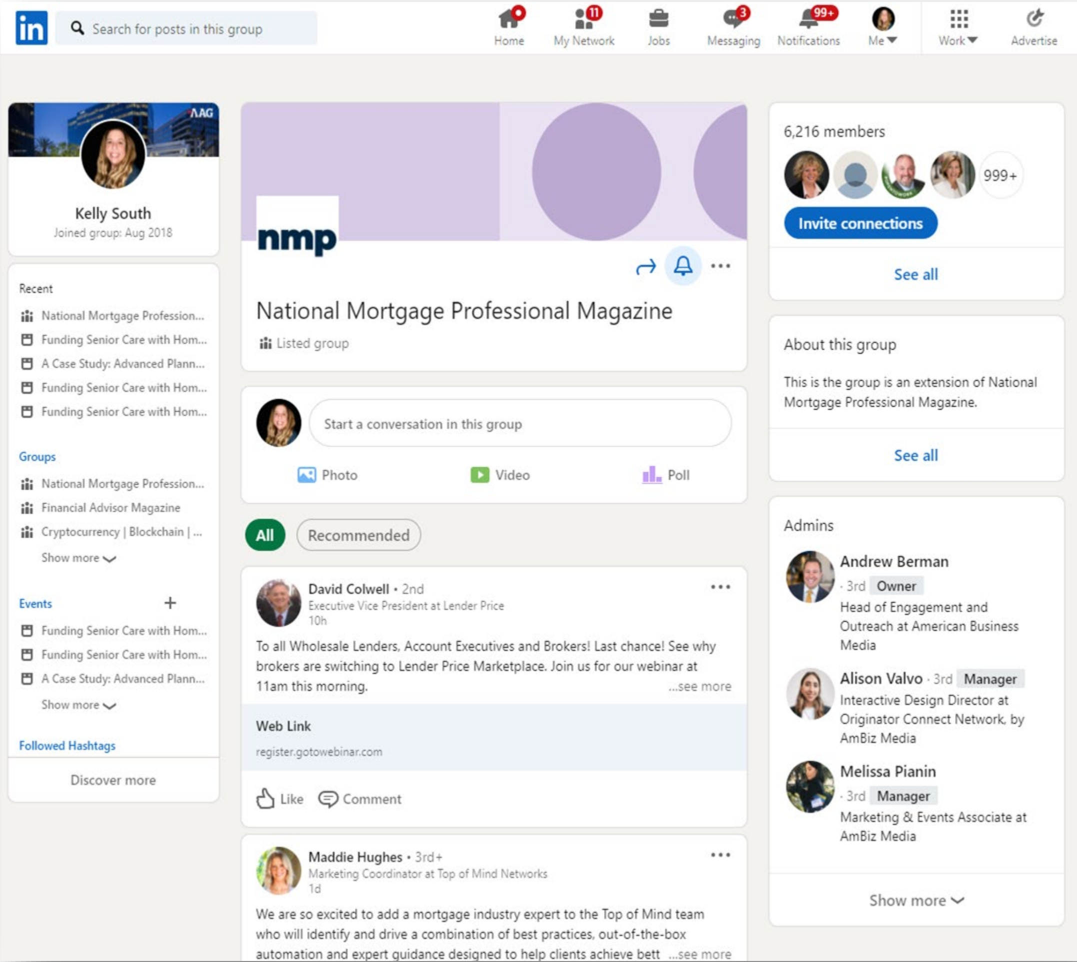
NAVIGATING – GROUPS

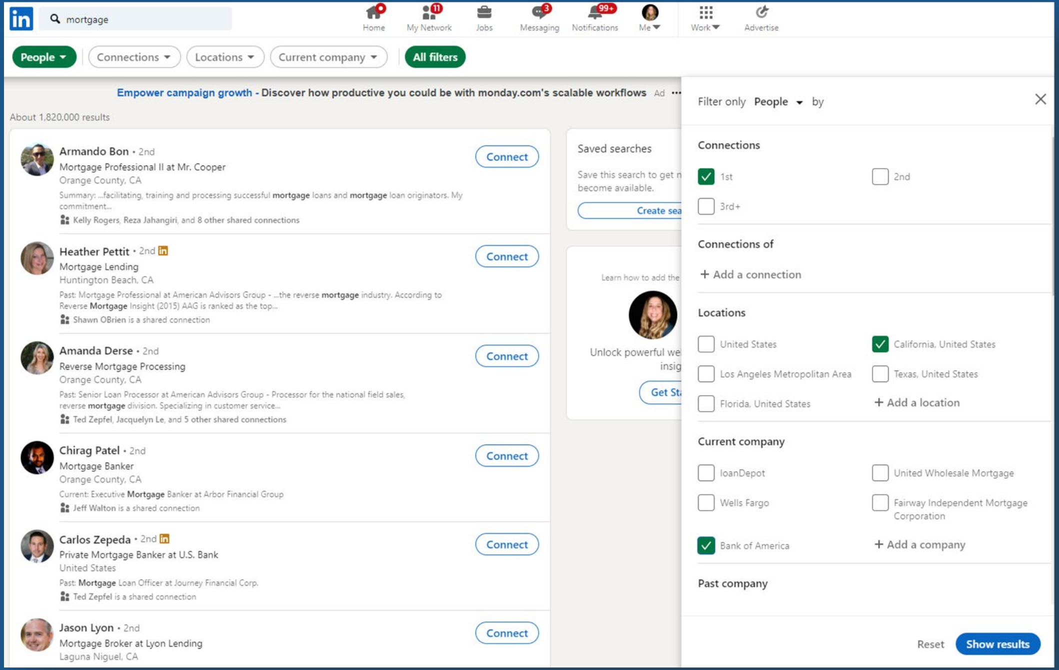
- Set up notifications





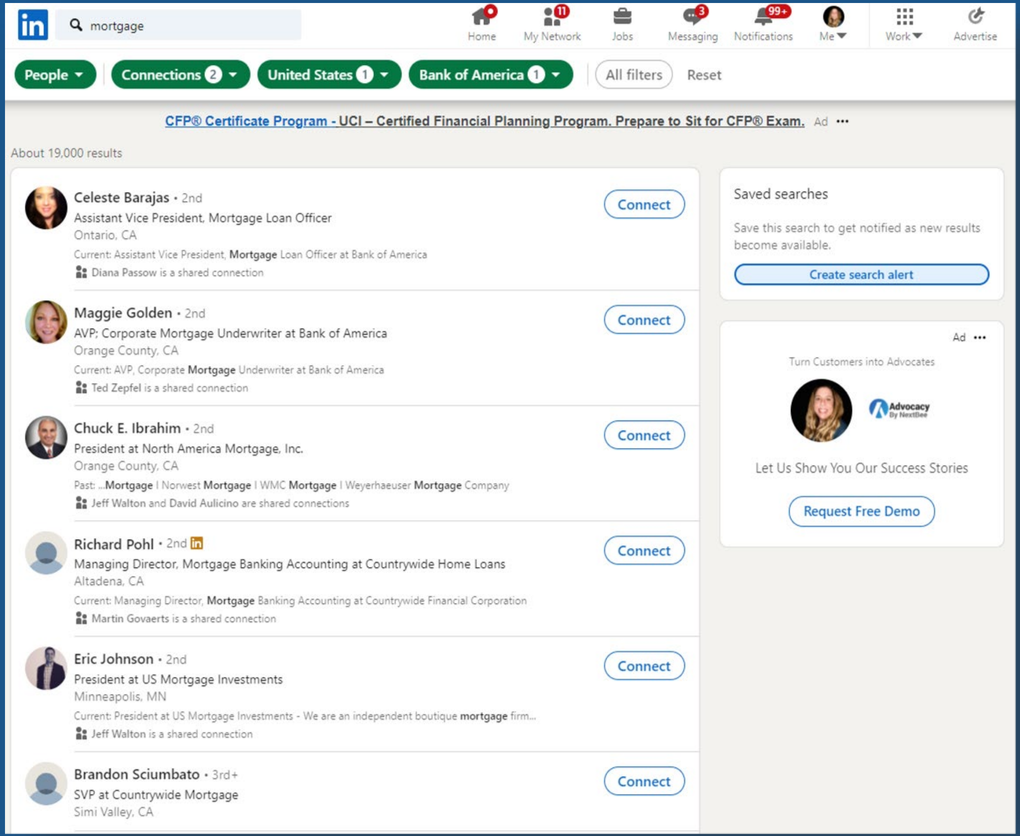
NAVIGATING – PEOPLE

- Sort and filter results to fine tune



NAVIGATING – PEOPLE

- Create search alert and get notified as new results become available
- Set it and forget it!

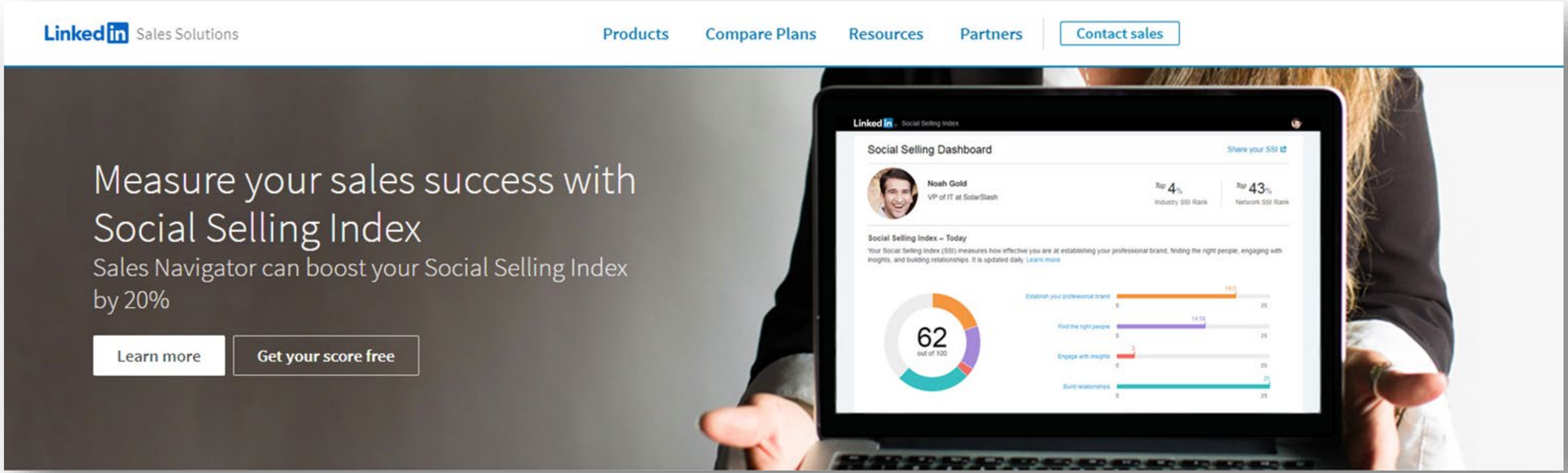


SELLING INDEX

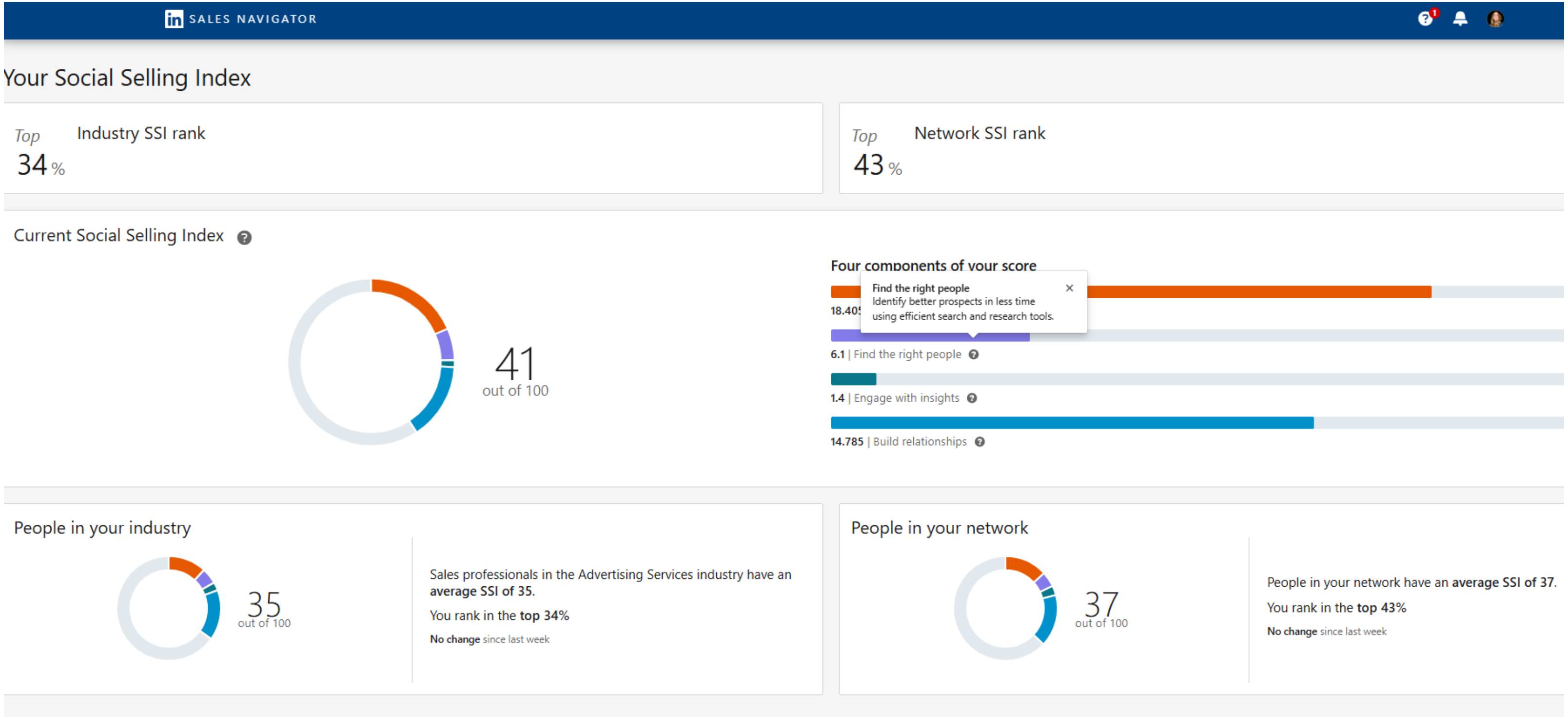
Let's see how we measure up!

SOCIAL SELLING INDEX

- Get your score free!
- Measure how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily.



SOCIAL SELLING INDEX



SUMMARY

- Think about how you want to present yourself and follow through
- Use LinkedIn to track your network
- Work smarter, not harder, by setting up alerts and notifications
- Stay visible on your network and stay aware of what your connections are doing
- Be strategic with your content sharing
- Connect with us: https://www.linkedin.com/company/mutualreversewholesale/

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Q & A

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Borrower must occupy home as primary residence and remain current on property taxes, homeowner's insurance, the costs of home maintenance, and any HOA fees.

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