

Social Media tools for Alternative Lending for Mortgage Brokers

10 tips that will optimise your
success with social



pepper
money

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The purpose of this guide.

One of the keys to social media success is an optimised profile. These simple tips can help ensure yours is in high performance condition in no time.

Tip 1: Develop your social ‘voice’

The key to boosting your website traffic for alternative lending with social marketing is to post high quality, relevant content that has a distinct voice. **Here are some good guidelines for developing your social personality:**

Develop your voice

Your brand needs a personality – work out what that is and let it show. What does your brand care about or champion for clients? Making sure that every eligible person can have access to a loan? Having that perspective in mind can help provide a unique take on whatever it is you’re writing about.

Find unique content

If you want to create something original, you will need to dig a little. It’s fine to repost other content you have found that you think your audience will enjoy. But there is real benefit in doing a bit of research into new studies or interviews. Don’t be afraid to sift through statistics in heftier content to find gems that would be of interest to your audience. People love a good statistic. For example,

Did you know that 6 out of 10 people turned down by the banks were in fact eligible for a home loan? ¹

Keep it short and sweet

People are time poor with short attention spans. Keep your text short, sweet and easy to digest with one idea or theme per post.

Be visual

It is a 101 fact that visual content has higher ‘share’ rates. That higher sharing means people have engaged with your content. No matter where you’re posting, shareable graphic images, photos and video content are key in today’s short attention span, highly visual world. And with so many tools to create images and videos out there, it’s easier than ever to get visual with your audience. The good news is that getting visual doesn’t mean a big production budget. Instead, consider imagery like:

- Photos of customers
- Photos of events
- Behind-the-scenes photos and videos
- Images with quotes
- Promotional posts that link to downloadable infographics (like the ones we have made available in the content tools)

References:

1: Pepper Money (2017). The Lost Aussies: 3.6 million locked out of the financial system. A Research Report. Pureprofile research, Sydney Australia, 2017.

Stock images can be great but make them suited to your brand personality and avoid looking like everyone else out there. In the world of alternative lending it can be a good idea to look for positive images that describe solutions as opposed to negative ones that describe the problem. You can get images for free at a number of sites. For example:

www.pexels.com

www.unsplash.com

www.pixabay.com

Use high impact headlines

For example, rather than simply focusing on a straight statement headline, consider these strategies:

- Framing the title of your post as a question
- Presenting your post as a list ('listicles' – like 5 steps to... are incredibly popular)
- Using a controversial title as means of provoking the interest of your audience

Tip 2: Get your posting ratios right

The rule of thumb is to release posts in a three-to-one ratio. That means posting three different 'engagement' posts for every one 'promotional' post for your business. Engagement posts fall into three categories:

1. Informative and educational content about alternative lending – for when they are researching their options
2. Interesting or inspiring content – perhaps about people getting a loan despite setbacks
3. Entertaining or light-hearted (fun) content your target audience will find relevant and enjoy – like fun facts, weekly community heroes, or giveaways

Amongst the engagement posts you create, some can be crossover content – as in it will be helpful advice for your category that can link directly to helpful tips and ideas on a help section on your website. We've created a starter pack of articles that you can post to help you on your way.



Visit Broker Portal to download your social media content starter kit.

Your promotional posts are information that is specifically about your business and services. These should link back to your website, to ensure you can drive and track engagement with your posts.

Tip 3: Learn how to handle tough comments

Dealing with negative comments on your social media channels is different to dealing with complaints by phone, or email. The complaints and the way you handle them are very public.

People watching will judge you based on how you responded.

1. **Once you find a negative post, tweet or comment, try to respond as soon as possible** because short response times are a key to success.



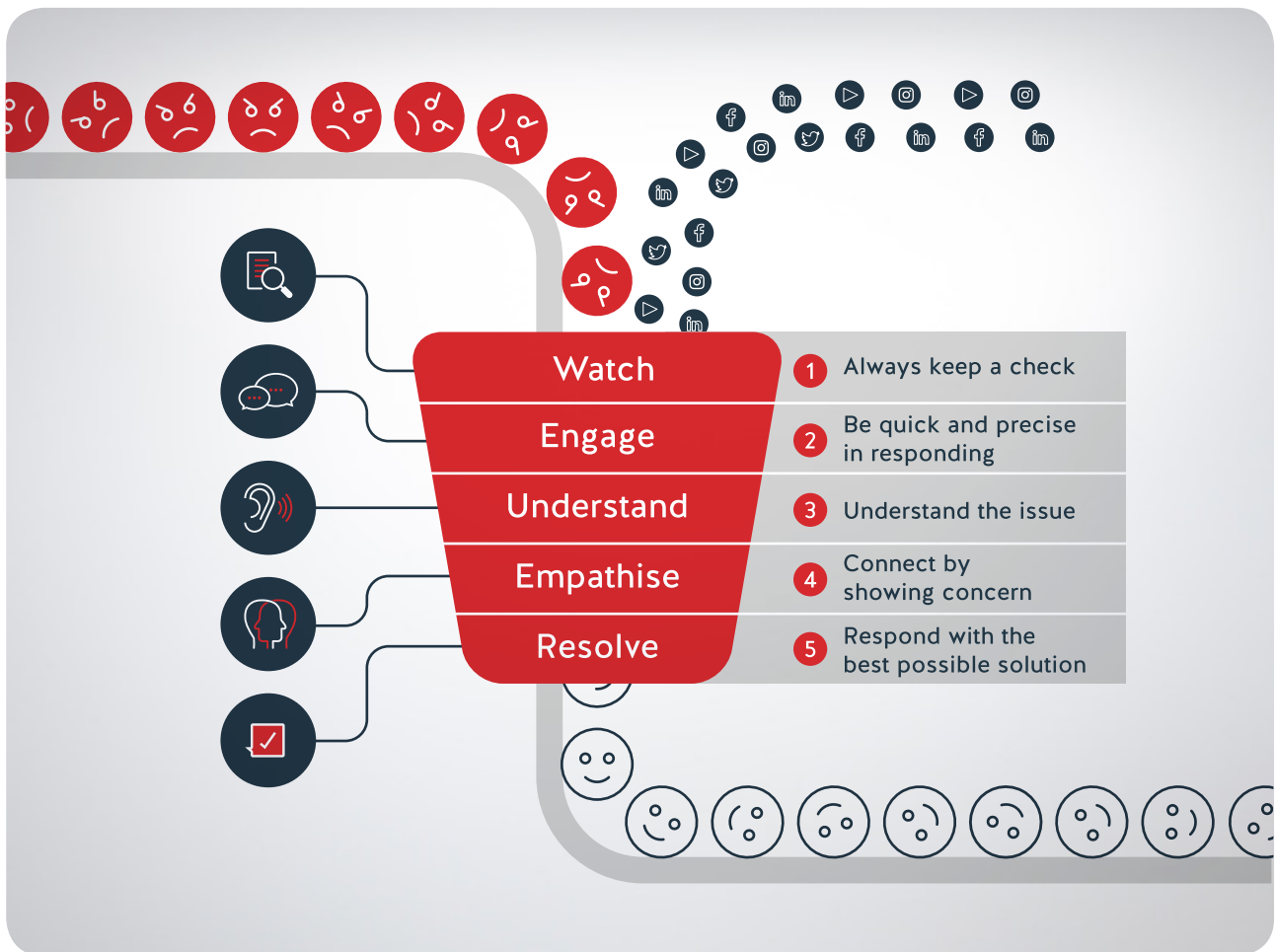
Extra Tip:

Ensure you turn on notifications, so you get a message on your phone.

2. **Be polite and move the conversation offline:** First, thank them for their opinion. Second, apologise for the inconvenience. Third, take it offline as soon as you can – encourage them to send you a private message.
3. **Take the opportunity to turn a bad experience into a good one and to change complaints into compliments.** Don't forget to follow up. If customers take their time to post about you once, they will post again very fast if they are dissatisfied with the solution/fix.
4. **Don't be afraid to remove unreasonable comments but don't delete real ones:** Tempting as it is to remove negative feedback, you should not. Firstly, if you remove a comment from an upset client, they are likely to come back: louder, angrier and more frustrated. The second thing is that negative comments show the real range of feedback on your business. Think about it like this. When prospective clients look at your page they are looking for the range of peoples' experiences. If all they see are good opinions, they will simply look more widely for other opinions on forums and review sites.

There is one exception, when you can remove a comment and feel good about it: If you are 100% sure you've got a comment from a troll. If someone abuses you or writes irrational things about your brand, and they are genuinely nothing to do with you or your business, you can delete it. You can flag that this can happen by having a 'House Rules' page that outlines your guidelines for posting. For example, why the page exists, what you do/don't tolerate etc. This is then useful to sometimes mention to a user who is breaking the house rules when you need to warn them or delete their comments.

How to handle tough comments



Tip 4: Set goals

Giving your social media efforts a clear, measurable purpose helps you avoid wasting your time, energy and resources. Set clear goals for your activities that are specific, measurable, achievable, relevant and time-bound (the SMART goals concept).

An example would be something like: Increase our LinkedIn response rate by 10% by the end of the first quarter.

1. Specific: The social channel (LinkedIn) and a described measure (response rate)
2. Measurable: Number of responses
3. Achievable: Make sure it is a stretch but not impossible. Aiming for a 10% gain in a quarter after you are up and running is probably realistic
4. Relevant: If you have B2B targets then building your professional audience is relevant
5. Time-bound: By the end of the first quarter

Tip 5: Build relationships with your social community

The beauty of social is that you can form relationships in an instant with followers from just about anywhere, even when you have never met in person. You don't just want followers, you want relationships. Having 100 followers who regularly engage with you and your content are much more valuable than 10,000 that don't care. Here are some quick wins for relationship building:

- Always @name the people you reference in your posts
- Always answer the questions people ask
- Reply when people mention @yourbusinessname, or share your content
- Like other people's content and reply with a comment to start a conversation



Tip 6: Create a content calendar

Chances are you're super busy and juggling more than one social channel. Having a content calendar can make the process much easier because you are prepared in advance. It also means you can:

1. Use scheduled posting tools (see the 'How to automate your posts' tool)
2. Avoid repeating exactly the same content
3. Keep a record to learn what works best (the most likes/shares)
4. Focus on helping your community over simply selling, proving your company is both caring and has answers, potentially earning an advocate or client. Being a champion of alternative lending who opens doors for people that were otherwise closed is an important community story

Content Calendar

4 Tips for getting a home loan when you're self employed	5	6	7 Inspirational quote	8
9 Get your free mortgage health check with us	10	11	12 Pet of the week	13
14 Repost how to create a saleable garden	15	16	17 Smile Day	18

Tip 7: Get known

Use icons on your site footer or email signature, and in eDM's or newsletters, so that anyone who comes in contact with your brand is only a click away from becoming a follower. You can go the next step and integrate your Facebook and Twitter into your website. Cross-promotion on your website and through other social channels is a proactive way to grow your following over time.



Tip 8: Stay active

Inactive social feeds are not a good look. Rather than let your Facebook, Twitter or LinkedIn account gather cobwebs, you need to maintain them with fresh content. Some quick tips to help you stay active include:

- Use social scheduling and automation to save time and keep things on track (check out our automation tools guide)



Visit Broker Portal to download your guide to social media automation.

- Find ways to repurpose content
- Scheduling out 10-15 minute chunks each day, so you can post content and respond to customer concerns while being disciplined about your time
- Piggyback on what's hot or trending. Breaking news, trending hashtags or whatever the latest Internet meme might be, brands always have room to get topical with content. But, tread lightly with anything overtly political or controversial that could put you in conflict with your audience

Tip 9: Don't be afraid to explore what paid content can do for you

While there's still plenty that can be done organically, Facebook's updated algorithm and new business features being rolled out signal a clear need for businesses to experiment with paid ads. The good news is that Facebook's ability to offer focused targeting certainly can have a place in helping achieve your business' social goals. A lot of people tend to believe that paid social ads deliver results. That's not entirely true. Simply investing in paid social ads will do you no good if your ad is not 'click-worthy'.

The effectiveness of your paid social ads depends on how appealing they are. To make the most of your budget, make sure your ads have the right call-to-action buttons with a link to your website or a relevant campaign landing page.

When can paid social ads boost traffic? There are a number of instances where opting for paid social ads over organic is the right choice.

- 1. To build followers quickly:** It takes time to build a following so if you want to create higher reach in a short time you will need to invest in paid ads.
- 2. To drive website traffic quickly:** Unlike organic, paid social ads are more able to instantly deliver results. The moment your ad goes live (assuming it is appealing) you will see visitors to your web pages. Paid ads are therefore ideal when you are planning to make a new announcement or if you are launching a new product/service for your brand.
- 3. Targeting a specific audience segment:** With optimised paid ads, you can target a specific group of people based on their demographic or location details. By creating messages that are relevant to these groups of people and targeting them directly, they are more likely to click on your ad and visit your website as they may be prospects looking for a product/service that you are offering; for example – self-employed people (who might well be looking for alternative loans).

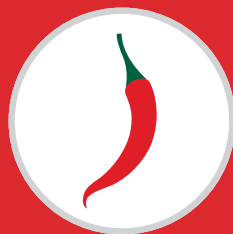
Tip 10: Monitor your activity so you can know what to adjust

When people complain about the lack of return they're seeing from social, there's a good chance they aren't taking social seriously enough to look at the measures for it. When it's for a business profile, each platform contains an 'Insights' page so you can easily monitor your results. There are also lots of analytics tools out there (such as, Hootsuite, Zoho, Sprout Social or Buzzsumo) to help you identify your top-performing content, performance trends and give you a break down of your social media impact by the numbers. Having good data points can help you treat social media less like a guessing game and more like a science. By tracking your social analytics, you can work out which content performs the best. And then make more of it.



Extra Tip:

Do you have someone in your office that might be able to help you keep on top of social posts and engagement? It might be an office assistant, administration support or someone who just loves social media! Get them to check out our social media tools and agree on your social media plan together. Don't forget to give them admin access to all your social platforms and automation tools.



Pepper Money
Real Life Loans for the
real lives people live.



Home loans



Car loans



Personal loans