

# Mastering Facebook

Acquire clients using the world's  
most powerful social media tool

*Developed in collaboration with Oechsli*

# OECHSLI

- Conducts semi-annual research on two critical groups: elite financial professionals and affluent investors
- Findings are used to help financial professionals attract, serve, and develop loyal affluent clients

When implementing any of the strategies referenced in this presentation, please follow Edward Jones legal and compliance policies regarding social media.

# Agenda

- 1. Social Media Preferences of Affluent Investors**
- 2. Personal Profile vs. Business Page**
- 3. Three Facebook Strategies**



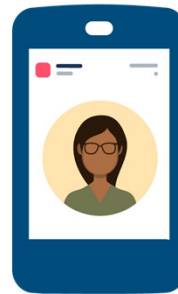
## Social Media Preferences of the Affluent

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## Social Media Affects Choices

46%

Say social media impacts who they hire as a financial professional

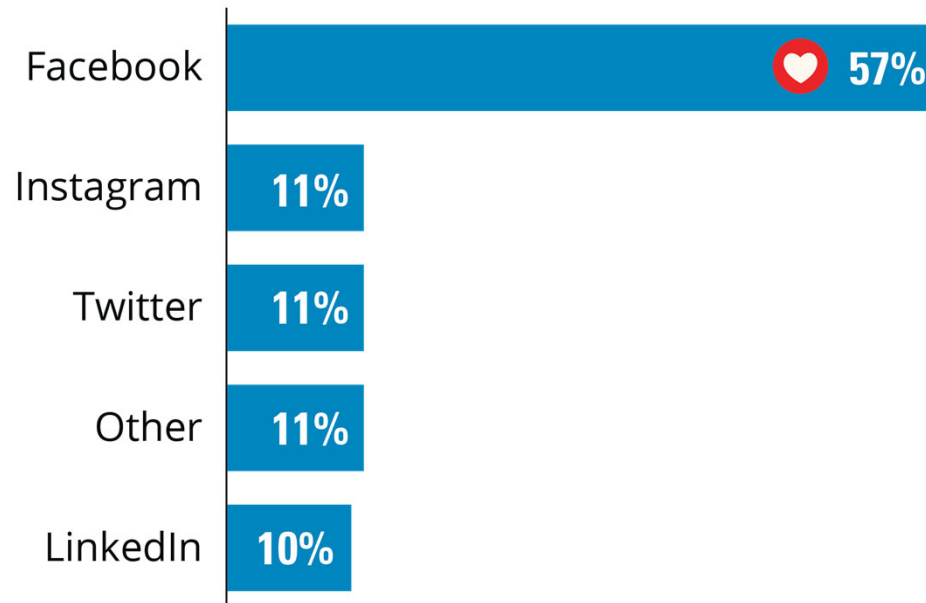


20%

Say social media is the sole deciding factor

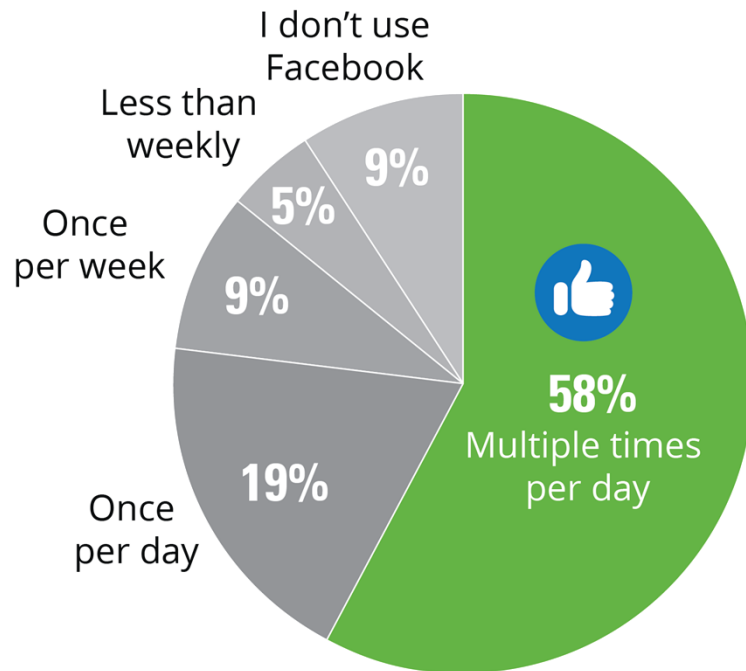
Source: Hartford Funds Survey, 2021

# Affluent Investors' Favorite



Source: Oechsli, 2021

# Used Multiple Times Per Day



Source: Oechsli, 2021



# Searches for You May Start Online

How affluent investors search for a financial professional



23%

Search online or social media



24%

Ask friends and family for recommendations



27%

Ask another professional for recommendations

Source: Oechsli, 2023



# Success Story



## Building Client Relationships

A Philadelphia-based financial professional has used Facebook to deepen his client connections, and says referral business is at an all-time high. He engages with their non-financial posts, and references their posts in conversation.

Source: Oechsli, 2021



**Personal Profile vs.  
Business Page**

## Each Has a Purpose (You Need Both)

### Personal Profile



- Personal use
- Invite friends
- No advertising
- Public or private
- No analytics

### Business Page



- Business use
- Advertising allowed
- Always public
- Powerful analytics

# Success Story



## New Business From Boosted Posts

A Charlotte-based financial professional boosted a post using “We focus on helping business owners with their investments” as the main message. A business owner who was new to the area saw the post, noticed some mutual friends, and decided to reach out. Three meetings later he was a new \$1.8 million client.

Source: Oechsli, 2021

## 3 Facebook Strategies



# Effective Actions by Network

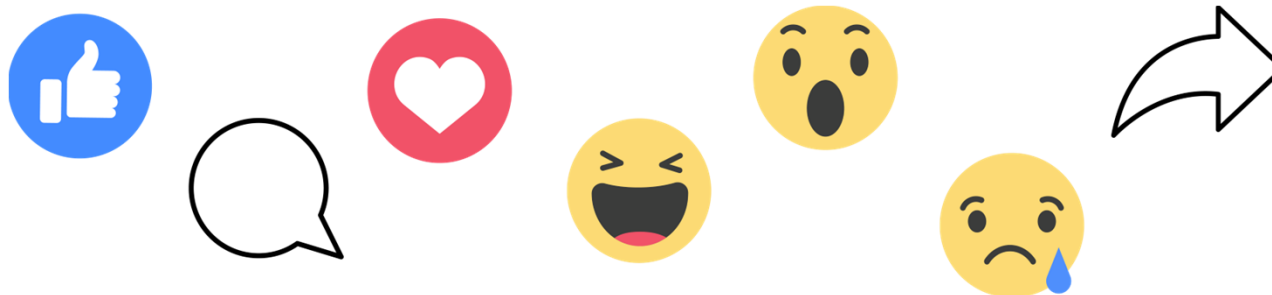
	Facebook	LinkedIn
Post personal updates	Always	Sometimes
Post professional updates	Sometimes	Always
Send connection requests to...	People you know	Anyone
Send direct messages to...	No one	Prospective clients identified as "ideal clients"
Ask clients about their connections	Never	Selectively

Source: Oechsli, 2021



# 1. Personal Connections

- Facebook gives you the opportunity to engage with clients in between appointments
- Like, comment, share, etc. on client and prospective client non-financial posts





# Deepen Personal Connections

1. Check clients' Facebook feeds prior to review meetings or touch-base calls
2. In your meetings, reference posts from the past week
3. On your profile, post about your personal life



Educate



Recreate



Congregate



Donate

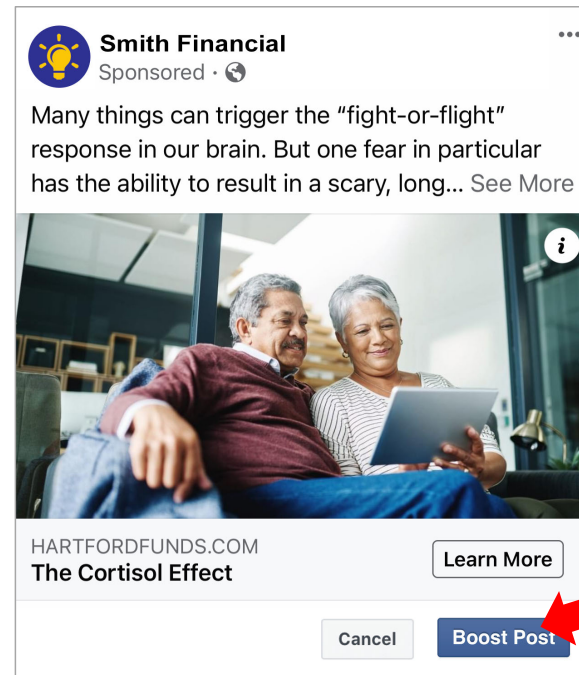
## 2. Top-of-Mind Awareness

When someone in your area  
thinks “financial professional,”  
who comes to mind?

# Boosting Posts

- The average organic reach of a normal post is between a range of 1.52%–2.58%\*
- A “boosted” post is a regular Facebook post that you pay to reach a wider audience
- Boosting helps extend your reach

\*Source: Here’s What You Can Do About Organic Reach Decline in 2023, Hootsuite, 8/1/23



## Choose Specific Audiences Such As:

- Users who are age 55-65
- Live within 25 miles of your office
- Have shown interest in Social Security

**Edit Audience** [Close]

Select the location, age, gender and interests of people you want to reach with your ad.

**Gender** ⓘ

All Men Women

**Age** ⓘ

50 [Slider] 65+

**Locations** ⓘ

Locations  
Type to add more locations

United States  
Greensboro + 25 mi X

**Detailed Targeting** ⓘ

Detailed Targeting  
Add people who match at least one of the following [Browse](#) →

Interests  
Social Security (United States) X

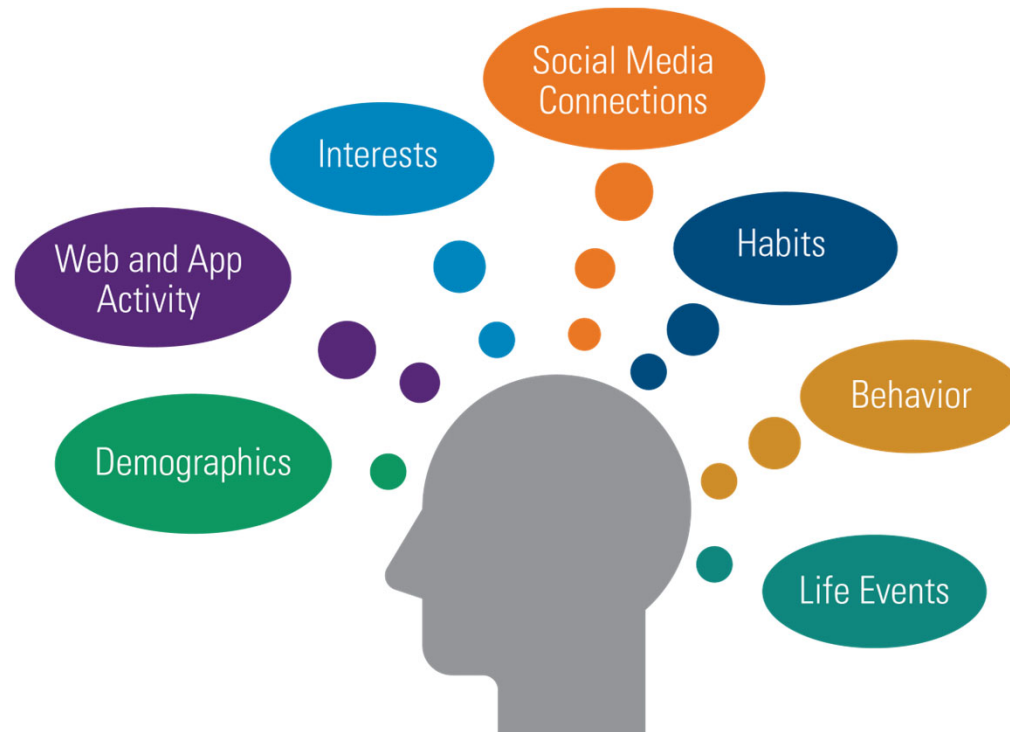
For advanced targeting features, go to [Ads Manager](#).

Potential Reach: 33,000 people

Your audience is defined.

Specific [Slider] Broad

# Powerful Targeting Tools



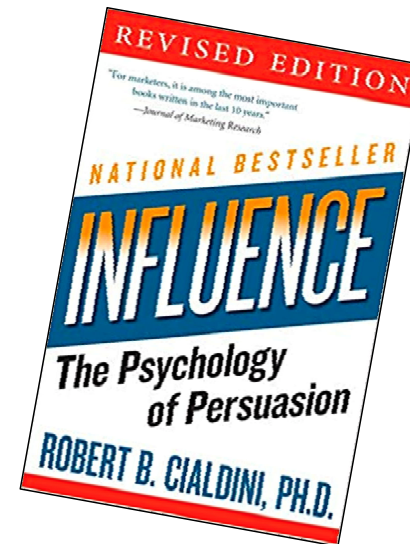
## Become Top-of-Mind

- Only boost pre-approved content
- Search for “boostable” tag
- Boosting is an approved business-related expense
- Think about your ideal client in Facebook terms
- Boost your first post and monitor the results

### 3. Provide Social Proof

“We view a behavior as more correct in a given situation to the degree that we see others performing it.”

—Robert Cialdini, PhD





Gather more followers so  
you can advertise to them  
and their friends

# Advertise to Your Followers' Friends



# Summary

## Social Media Preferences of Affluent Investors

The most popular social media app

## Personal Profile vs. Business Page

Promotion and intel

## Three Facebook Strategies

The more you use them, the better your skills become

The Bottom Line:

“Facebook can help you reach prospective clients you wouldn’t reach using traditional prospecting methods.”

Stephen Boswell, President and CEO, Oechsli

# Next Steps



Financial professional workbook  
MAI330EJ

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1. Create your Facebook business page
2. Begin engaging with clients' posts by commenting or using reaction emojis
3. Select some "boostable" content to boost and monitor results