

Social Media “Strategery”

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Prudential
Bring Your Challenges[®]

How do you blend the two?



Financial Services Strategy

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Social Media Strategy

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Fortunately

It's about relationships

- “ We’re a relationship industry, right?”
- “ Talking to, not at, the audience”
- “ Always adding value”
- “ Supporting the audience’s customer journey”
- “ Even content sharing is about relationships”

Starting the conversation

More focus on audience not less

- “ Social media is not mass media
- “ Account strategy: Single vs. Multiple vs. Topical
- “ Treating multiple lines as one
- “ Listen first

Content (strategy) is king

Making content more strategic

- “The advantages of a content strategist
- “Customer journey
- “Context is queen
- “Test yourself

Avoid ending the conversation

Trouble spots

- “ User experience after the post
- “ Compliance and an pioneering approaches don't mix
- “ Social media may not have a direct line to sales, but it can derail them

Thank you!



Questions?