



**THE BROKERS GUIDE TO
SOCIAL
MEDIA
IN 2023**

For professional intermediaries only

THE BROKERS GUIDE TO SOCIAL MEDIA IN 2023.

Being able to communicate directly with your customers is an essential element of how any business is run. Social media can provide all types of companies with more opportunities to create lasting connections. As a trusted source of expert broker knowledge, being present on social media platforms can help you gain invaluable feedback on your services, open direct communications with new and existing clients, respond to your client's specific questions and needs, build authentic rapport, and grow long-term loyalty.

Find out how you can market yourself on social media as a broker, looking at different platform options, the types of messaging you can communicate to your audience, and how to measure success.

Within this guide we have provided links to various external sources of guidance. Please note, we are not responsible for the content or availability of any external linked sites.

SOCIAL MEDIA HAS TRANSFORMED HOW BUSINESSES INTERACT WITH THEIR CUSTOMERS

As a marketing tool, every business across every industry has the opportunity to use social media to connect with their target audiences more effectively. The stats back up this point of view, too. 22% of internet users prefer to discover new products or services through social media. It's not enough to simply have a profile on one of these platforms. You must engage and maintain your presence to fully realise its potential.

Considering that 71% of customers who have enjoyed positive social media interactions with brands recommend that brand to others and that 33% of internet users would prefer to contact a brand via social media than call them, making use of social platforms to drive business should be a given.

22%



of internet users prefer to **discover new products** or services through social media

71%



of customers who have enjoyed **positive social media interactions** with brands recommend that brand to others

33%



of internet users would prefer to **contact a brand via social** media than call them

YOU HAVE EVERY OPPORTUNITY TO TAKE ADVANTAGE OF THIS MEDIUM TO CONNECT WITH NEW AUDIENCES

If your knowledge of social media marketing is limited, it can seem like an overwhelming landscape. Having a profile on various platforms is a great start, but engaging with posts and comments is the way you can make a positive impact to your business.

In the mortgage industry, as many as **72% of brokers have reported that social media has been a very easy way to obtain new clients.** Potential clients are looking for expert advice in the social media space, so make sure you're putting yourself out there and demonstrating your expertise, as many of your industry peers are already doing the same.

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SOCIAL MEDIA PLATFORMS ON OFFER FOR MORTGAGE BROKERS

There are many different social media platforms that your potential clients will spend their time on. While some of these might not have an immediately obvious connection to mortgage brokers, we will explain how you can use them to communicate specific messaging with top-line strategy ideas:



What works: Long-form industry-based content - using your knowledge to demonstrate specialised expertise in line with mortgage trends.

Long-form LinkedIn posts can be written for mortgage industry peers, showcasing housing market insights and elevating your position as a broker who is up to speed on the latest developments other brokers are discussing. LinkedIn has the capability to allow you to post polls and share links that you can use to encourage engagement with others in your industry. Check out some of the other [recommended LinkedIn post strategies](#) to realise the full potential of this platform.



What works: More customer-based content ideas showcasing how you help customers, and the services you can offer.

Informative B2C posts can be used on Facebook to promote your offering and value as a broker. You can use Facebook to engage new audiences by showcasing your expertise in action and how it benefits your clients. This information can be presented in a number of different formats, be it text posts, photos, video (including live streaming), and linking to content that's held on your website. As a broker, you can create engagement with audiences on Facebook by inviting questions to answer or you can provide insight on trending topics your audience might be interested in. Take advantage of some [online guides around increasing Facebook engagement](#) to create a strategy that works for you.



What works: Short-form, video-based messaging. Keep your ideas fairly high-level, but informative and to the point to make an impact on the younger audience that's prevalent on this platform.

TikTok requires creativity in being able to shoot quick, engaging videos to capture the attention of your audience, who are prone to scrolling quickly through different posts. This might be the best platform to showcase the lighter side of your profession, [utilising video trends](#) to get key messaging across or showing a human element to your brand.



What works: As Instagram is a visual medium, you must adopt a strong visual brand identity to engage your audience.

You won't typically use Instagram to post in-depth content and insights. This platform can be used to showcase yourself and your team as real people. You can post eye-catching headlines and links to long-form pieces on your site to capture this audience's attention and direct them to deeper content. From a broker perspective, some of the product-based strategies recommended by experts might be less applicable to your specific offering, but a look at **recommended post ideas** will reveal there's plenty of scope to go behind the scenes, invite questions from your followers and use posts to target seasonal post trends.

All of the platforms above indicate opportunity to interact with new audiences. To measure the success of your posts and how they drive tangible benefits to you as a broker, there are several KPIs you can monitor to see how people interact with your social media profile:

Engagement

The engagement metric refers to all the likes, shares, and comments your posts get. If your posts receive high engagement levels, you can assume that people are enjoying them, interacting with them, and learning from your insights. If the interaction is continually low, it might be best to think about your messaging and content and if it needs tweaked to attract the right audience.

Reach

As a social media metric, reach refers to how many people your posts appear for. You can calculate this by looking at the number of followers you have on your specific profiles. Reach on social media can be tricky to measure at times, as it will only show how many people potentially saw your post. Unlike engagement, which has definitive answers such as the specific number of likes, comments, etc., reach is more of an estimate.

Understanding your potential reach still holds value as you can track your impact by monitoring total number of followers, impressions, and the proportion of traffic to your site that comes from social media sources.

Leads

Another area you can use as a KPI of how your social media posts are performing for you is by looking at the number of leads you're gaining. To understand how your posts translate into leads, take the time to find out how your customers are coming to you for broker services. Track how the number of new client leads relates to the number of posts you're putting out on social media and how this compares with any increases in some of the other metrics mentioned above.

CREATING YOUR SOCIAL MEDIA STRATEGY

Once you have chosen a platform to focus on, it's time to create a strategy to get your message out there and build your online presence. As a broker with commitments and existing clients, you might not have the time to run strategies across all the platforms we've mentioned above. But you can try one or two to see what impact you can create. In order to create a strategy, there are steps you can follow to bring your social media to life:

1. Set goals for your social media activity

Before you send a single post, you need to have a clear idea of what you're planning to achieve with your increased social media presence. Are you trying to increase the number of new leads as a broker? Are you looking to showcase yourself as an expert in a specific niche? Are you trying to raise your personal profile? Once you have locked this in, the rest of the strategy can align to support this goal.

2. Understand your audience

To engage users of any social media platform, you need to do some work into understanding what makes them tick. This will feed from the social media platform you have opted to use and what posts they specifically look for when they log on. As a mortgage broker, you can look at the demographics of your current client base and use that as initial research into understanding your audience. You can also [conduct social listening](#) to analyse the content that's relevant to your audience to inform the content of your planned posts.

3. Look at what other brokers are posting

A little competitor research can go a long way to helping inform your strategy. Take a bit of time to look at the accounts of those who you consider as competitors to see the types of posts they're creating and find out what specific things their audiences engage with and if there's any opportunities for you to communicate a message more effectively.

4. Plan out your content

Being direct and informative with your posts is important. You should also keep a consistent tone of voice across your posts, as it establishes a recognisable brand. You can also look at utilising consistent themes across your posts. Take advantage of online [content calendar templates](#) to plan out posts and themes months ahead of time to ensure that there is a consistent flow of content being posted to your social media profiles.

5. Engage with your audience

Once your posts have gone live, it's important to monitor their performance. You can use the KPIs mentioned above as a measure, but don't hesitate to reply and interact with any comments that are added by your followers. Having a direct line of communication with your audience can help to build a specific community centred around your social media profile which drives subsequent engagement and awareness. If you take the time to be responsive by replying to the comments and queries that are added to your planned social media posts, you can find out more about what's important to your target users and you can consequently refine your strategy further.

OPERATING WITHIN A REGULATED INDUSTRY

Your social media strategy will help to raise your profile as a broker, but remember that putting a brand message out there means you have to adhere to the usual regulatory requirements that apply to any other kind of promotion or advertising. The Financial Conduct Authority has clear guidance **on what rules should be followed** for social media and customer communications, giving steps on how to be compliant with your messaging. Keep these in mind when developing your strategy. If you are unsure, seek guidance before you post.



THE OPPORTUNITY TO SHARE YOUR BROKER EXPERTISE

Hopefully, this guide has not only shown you how you can use a number of different platforms as a mortgage broker, but it has also demonstrated the audience potential that exists out there to help you grow your client base in 2023.

Even if you haven't tried social strategies before, it's well worth taking the time to enter the space. Industry experts have previously highlighted a **concerning trend** of non-experts positioning themselves on social media and dispensing unverified and poor advice to their audiences. In the case of mortgage advice on TikTok, research revealed that **99% of the content presented as advice around mortgages was posted without disclaimers** advising users to undertake their own research specific to their circumstances and utilise expert help.

Potential clients are on social media looking for advice about mortgages and your expertise as a trained and qualified broker is valuable information to them. You can improve your visibility and reap the rewards of having a robust social media strategy. There is a demand for your services, and you just need to ensure you're promoting yourself in the right places.

ENJOY BEING SOCIAL.

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