

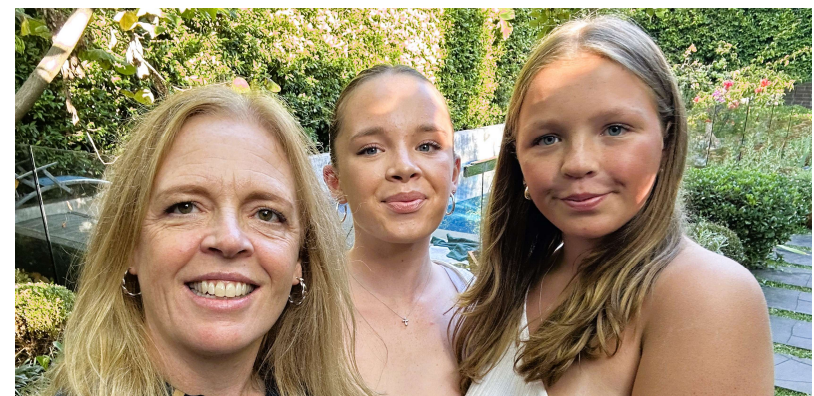
3 tips to drive growth through social media

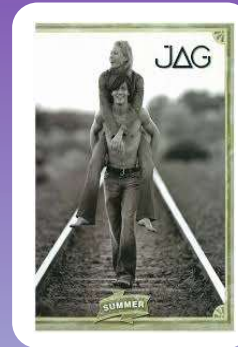
Presented by:
Andrea Roberts
Chief Marketing Officer, Connective

Here's what we'll cover

- A little bit about me
- 3 tips to drive growth through social media
- Plus a bonus 4th tip
- Resources for you







3 tips to drive growth through social media



1. KNOW YOUR PURPOSE



For _____, _____ **is the** _____
Target audience Brand or business name Category or service

that delivers _____
Point of difference

so they can _____
End benefit

because _____
Reason to believe



**Here is a completed example for a fictitious mortgage
broking business**



**For high net worth individuals, aged 35-50 in bayside Melbourne,
who are looking to invest in property,**

Target audience

A1 Mortgage Brokerage is a mortgage broking service

Brand or business name

Category or service

that provides extensive experience in building property portfolios

Point of difference

so they don't have to do the legwork to grow their portfolio

End benefit

**because A1 has 26 years of helping investors optimise their return
on investment in an efficient and productive way.**

Reason to believe



2. DEFINE YOUR TARGET AUDIENCE



Whose problems can you solve?

- **Who are your ideal clients?**
 - First-time homebuyers, property investors, self-employed?
- **Understand their needs**
 - Are they looking for mortgage advice, tips on saving for a deposit, or guidance on navigating the property market?
- **Tailor your content**
 - Use language and visuals that speak directly to their challenges and goals
 - FAQs for first-time homebuyers
 - Case studies of successful investors
 - Explainers on the mortgage process

Practical Action:

Create audience personas based on your existing clients. Use these to guide your content creation.



3. GO WHERE YOUR CLIENTS ARE

Social media platforms – know your options

- Instagram is best for visual storytelling through images and video
 - 18 – 55, slightly more females (52%)
 - lots on fashion, fitness, food, travel, beauty, entertainment, e-commerce
- Facebook is a broad social networking platform for personal connections, communities and business marketing
 - 25+, even gender split, bit of everything
- LinkedIn is for professional networking
 - B2B marketing
 - 25 – 55 year old professionals
 - slightly more males (57%)
- TikTok short form video and fast becoming the new search engine
 - for 13 – 44
 - more females (60%)



Bonus 4th tip!



4. EMBRACE AI SO YOU CAN FOCUS ON H2H



ChatGPT: Social media calendar prompt

Acting as my social media strategist, create a 30-day social media content calendar targeting asset finance brokers. The focus is on LinkedIn. The content should revolve around five central content pillars: technology, innovation, broker support, expertise, fairness and transparency.

For each day, please provide:

1. The day number
2. The content pillar it aligns with, rotating through the five pillars
3. The content type, alternating between 'Strategy Tips', 'Inspirational Quote', 'Personal Story', 'How-to guide', 'Success Story'
4. A compelling hook for each post. The hook should be a short, engaging statement designed to grab the audience's attention immediately. For Example, 'Are you looking for a more transparent fee structure?' or 'When was the last time you got real support from your aggregator'?
5. A 'how to' section for each post. This should provide more detailed information on what my community will learn in that post.

The goal is to create a balanced and engaging mix of content that aligned with my business's focus supporting residential, commercial and asset finance brokers grow their brokerages. The content should be insightful and action oriented, suitable for a social media audience seeking to partner with an aggregator for future growth. Here is my website <https://www.connective.com.au/> and LI page <https://www.linkedin.com/company/1264934/admin/feed/posts/> to gather more information about my business.



Study vocabulary



Text inviting
neighbors
to barbecue



Fun fact about
the Roman Empire



What to do
with kids' art



Message ChatGPT



ChatGPT can make mistakes. Check important info.



- **How to:** A broker shares how support from an aggregator made a difference in their career.

Day 29

- **Content Pillar:** Expertise
- **Content Type:** Success Story
- **Hook:** "How expertise turned a small brokerage into a market leader."
- **How to:** A detailed success story highlighting the importance of building and showcasing expertise.

Day 30

- **Content Pillar:** Fairness and Transparency
- **Content Type:** Inspirational Quote
- **Hook:** "Honesty and transparency make you vulnerable. Be honest and transparent anyway."
– Mother Teresa
- **How to:** Discussing the long-term benefits of maintaining fairness and transparency in business.

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📎 Message ChatGPT

I



ChatGPT can make mistakes. Check important info.



ChatGPT: The Art of Useful Prompting

1

Describe the role you want the Gen AI to play

2

Specify the task you want completed

3

Describe the audience for the content

4


Confirm specifications for content

5

Provide framework




Some great inspiration: @amy_from_small_local_brokers



amy_from_small_local_brokers

...






client TESTIMONIAL

★★★★★

Amy and her team are fantastic! The first phone call with Amy left me feeling there was hope to make life a little more comfortable and she knew off the top of her head that she could help me. I loved the fact that Amy not only looked to save me money each month but looked at what my goals/plans were for the future and found a loan that fit around my priorities. Everything was done over the phone, via email and online – nothing was ever a problem and the communication from Amy and Breigh was clear and they kept me in the loop on how things were progressing. For anyone looking to refinance, Amy should be your go to broker!

—Kate S.—
Review From Facebook

REFINANCE

 2  

amy_from_small_local_brokers 🌟 A Happy Client! 🌟

At Small Local Brokers, we love helping Aussies... more

4 February



amy_from_small_local_brokers

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HOW TO BUILD FINANCIAL RESILIENCE AND THRIVE IN UNCERTAIN TIMES

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 1  

amy_from_small_local_brokers Life is full of surprises—some exciting, some challenging. The best way to stay ahead? Build financial... more

7 February



amy_from_small_local_brokers

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POLL TIME

Are you confident about INVESTING IN THE AUSTRALIAN PROPERTY market right now?

A. Yes, it's the perfect time to invest!

B. Not sure... is the market too risky?

DROP YOUR ANSWERS BELOW, AND LET'S CHAT ABOUT HOW YOU CAN NAVIGATE THIS MARKET AND MAKE THE MOST OF CURRENT TRENDS!

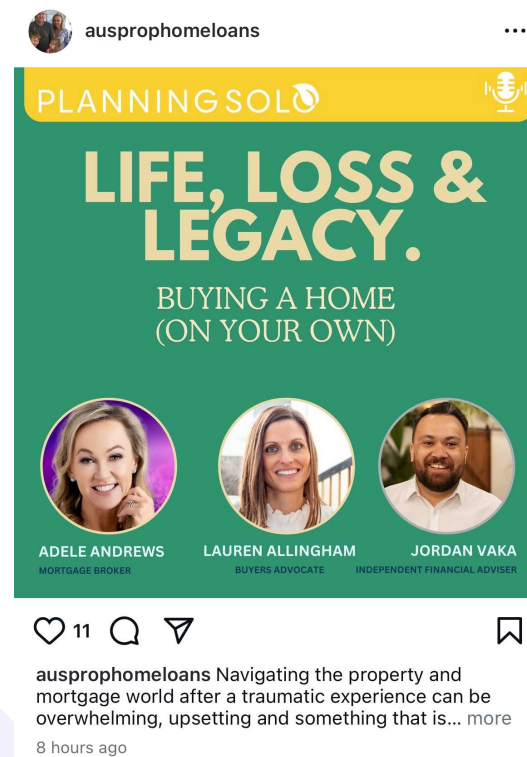
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amy_from_small_local_brokers Are you confident about investing in the Australian property market right now? 🤔 With investor finance rising by 31% and interest... more

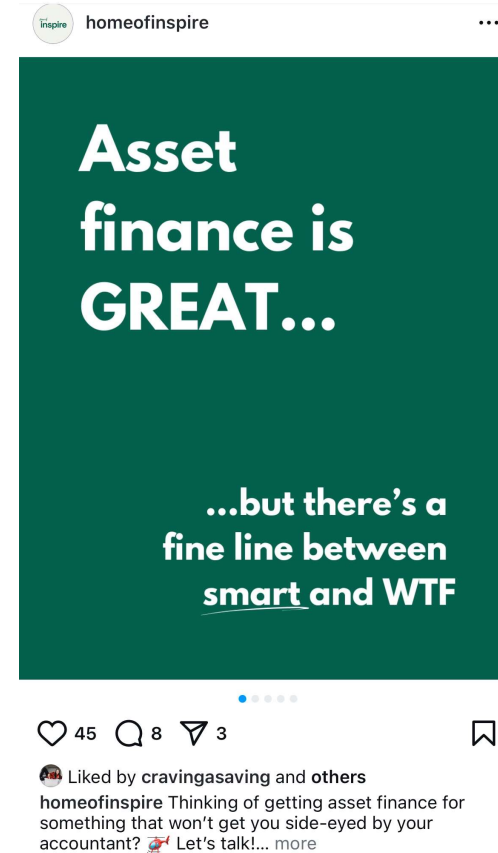
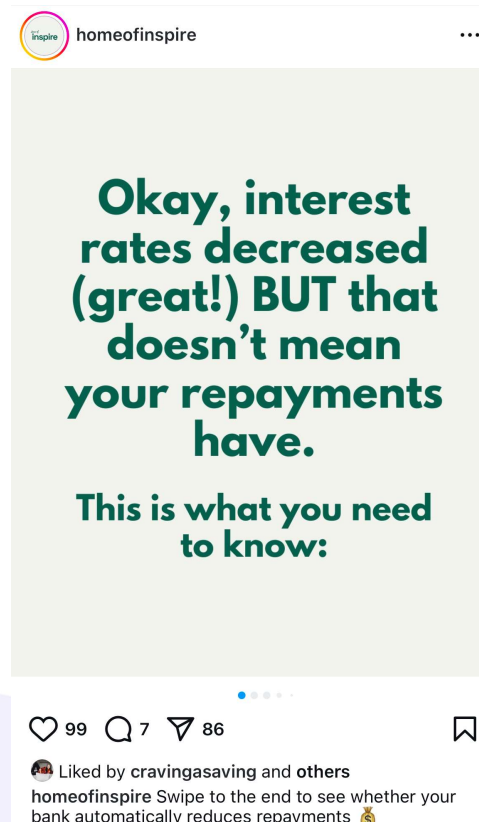
1 February




Some great inspiration: @ausprophomeloans



Some great inspiration: @cravingasaving or @homeofinspire



Some great inspiration: @zellajourney

zellajourney

1/5

When Should You Consider Refinancing?

Signs it might be time to reassess your loan.

→

25

2

1

zellajourney When was the last time you checked if your home loan still suits you?

... more

zellajourney



45

2

zellajourney There's nothing better than seeing our clients achieve their homeownership dreams. Congrats, Terry!... more

25 February

zellajourney

How much the rate cut could take off your mortgage...



Your current mortgage amount	Potential annual reduction
\$300,000	\$576
\$500,000	\$960
\$750,000	\$1,434
\$1,000,000	\$1,913
\$1,200,000	\$2,295

171

3

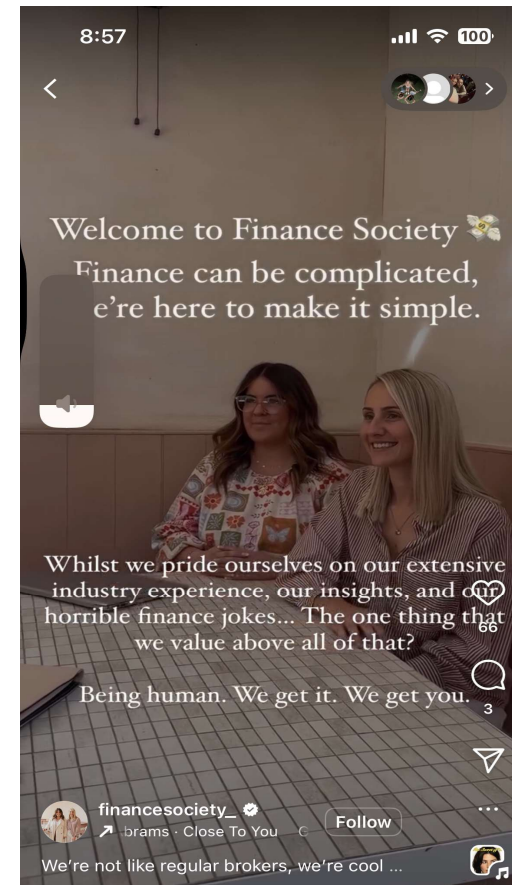
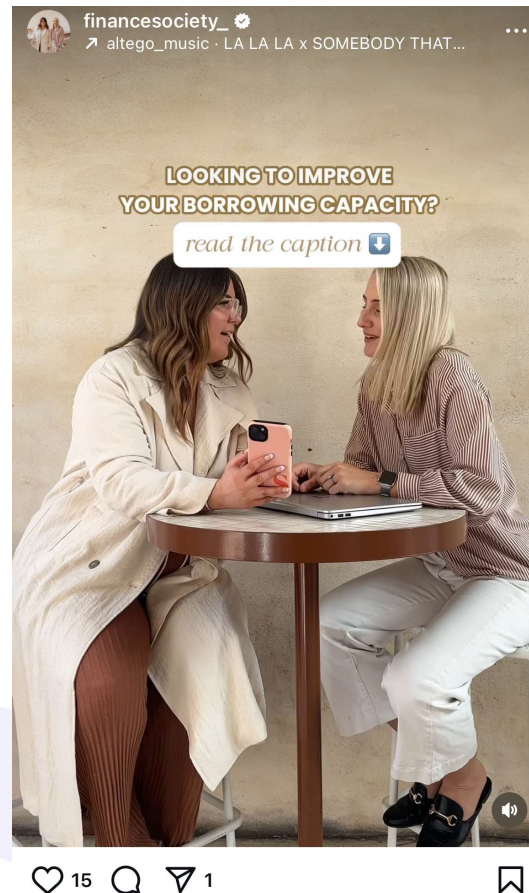
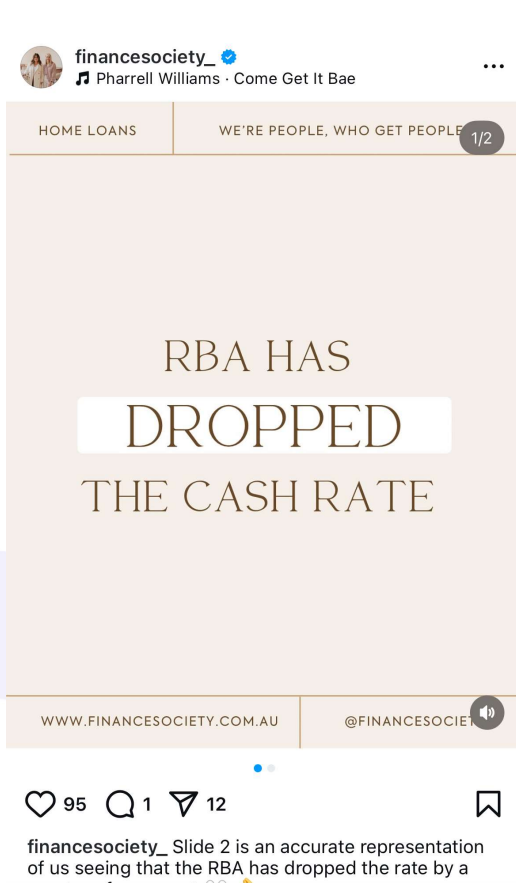
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zellajourney The cash rate has come down, but the big banks haven't passed on the benefits just yet. By March 4th, that should change, making it a... more

19 February



Some great inspiration: @financesociety





**A GOAL
WITHOUT A PLAN
IS JUST A
WISH**

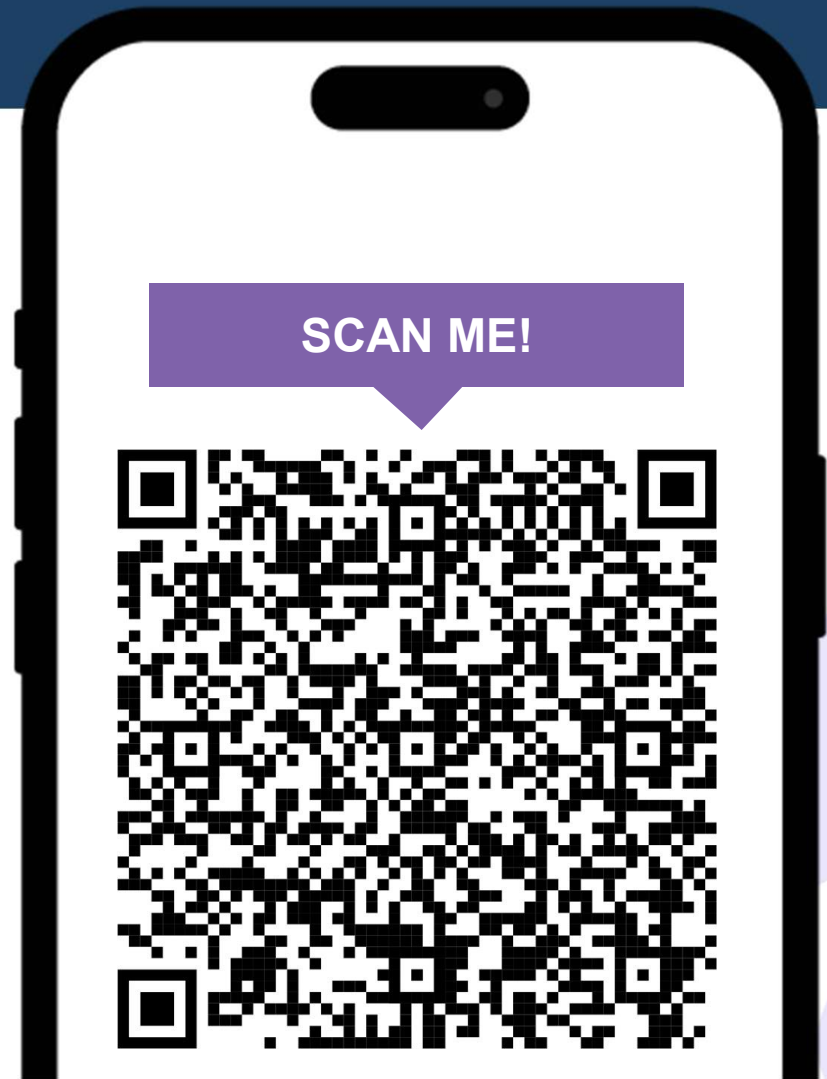
Key takeouts

1. Know what your purpose is – focus on what you do well
2. Be clear on your target audience – which clients' 'problems' are you good at solving
3. Use the social media platform where your target audience is and align with your purpose authentically
4. Leverage ChatGPT to generate momentum
5. Use data to improve your performance
6. Plan, set goals, track, learn, improve



Resources for you:

- ChatGPT Prompt Guide for B2B Marketing
- ChatGPT Prompt Guide for Social Media Calendar
- Purpose Statement Template
- Guide for Developing Personas



Connect with me



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3 tips to drive growth through social media

Presented by:
Andrea Roberts
Chief Marketing Officer, Connective



Connective

Questions?

