



Delta Dental of Arizona

Social Sales Toolkit

Deployment Guide

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INTRODUCTION

UNLEASHING POSSIBILITIES

As an insurance broker, much of your success is dependent upon how you meet, engage and interact with business leaders in your market.

Using social media to build your personal or agency brand and connect with potential clients is incredibly valuable.

01

Reach more people

People use social media to search for products and services. Put yourself in a position to be found by decision makers.

02

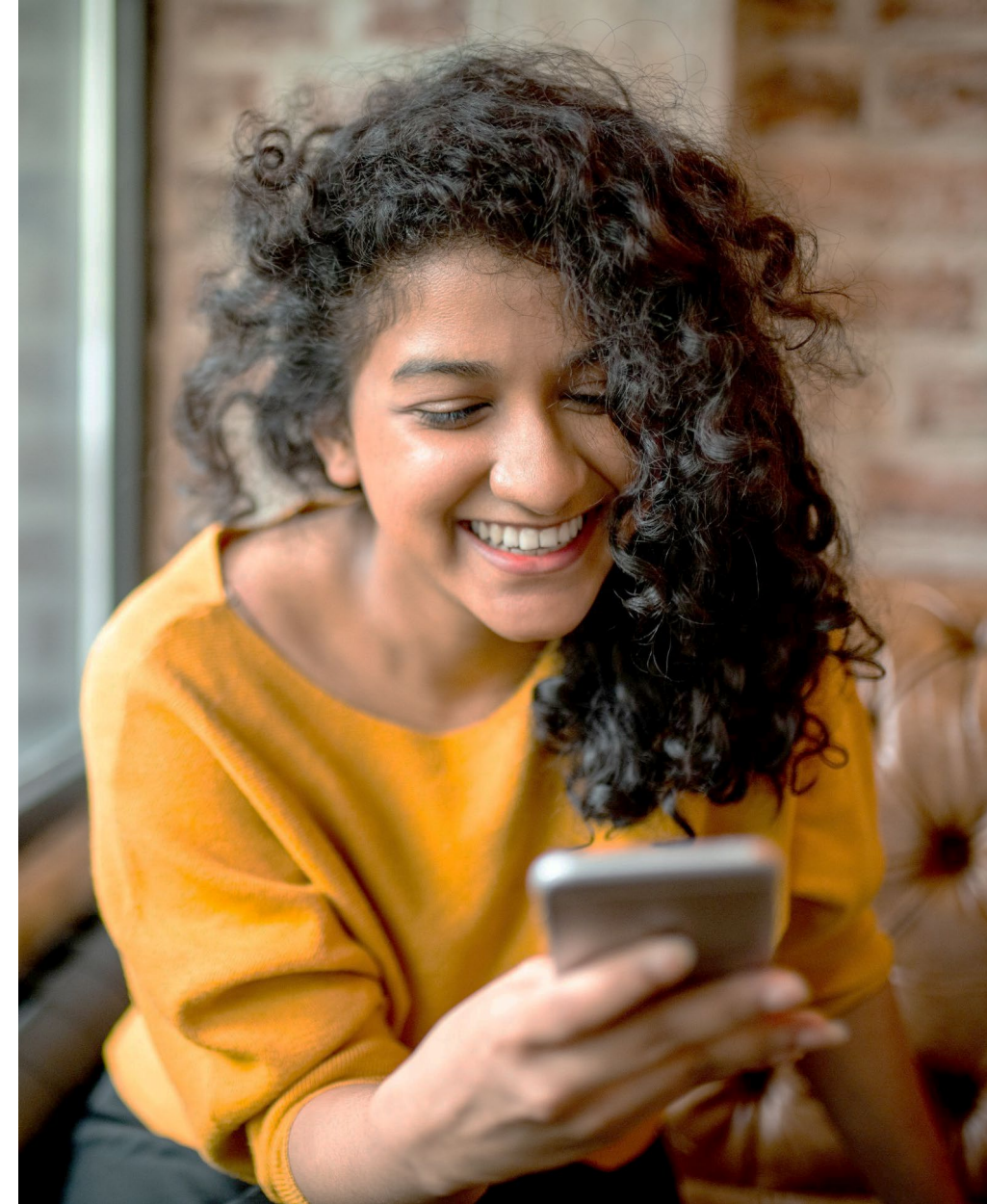
Develop and foster relationships

Social media is a great way to build new relationships and enrich existing ones. Create or join groups, engage with posts or utilize direct messaging!

03

Gain deeper industry knowledge

Reading and sharing industry or market-relevant content on social media increases your knowledge and adds value to your social connections.





EMBRACING OPPORTUNITY

Delta Dental of Arizona's social sales toolkit is a resource for appointed brokers who want to promote their partnership with us and generate new leads through B2B social media marketing. Use this deployment guide for key tips to connect your agency to potential clients through Facebook and LinkedIn —and get specifics on how to leverage the templated posts included in the social sales toolkit.

While brokers serving individuals and small businesses may benefit most from the toolkit, all resources can easily be adapted to meet the needs of brokers serving mid-sized business.



FACEBOOK



AMPLIFYING YOUR VOICE

Facebook is an ideal place for you to interact with small business owners.

There are nearly 2.96 billion active Facebook users worldwide.¹ When you connect with one person, you will be opening yourself up to future prospects and referrals.

Third Most Visited Website¹

This means that most people have experience with Facebook and know how to comment, message and interact with you.

¹ <https://sproutsocial.com/insights/facebook-stats-for-marketers/>

LEVERAGING YOUR PROFILES

A Facebook “profile” is a personal profile on the platform. A Facebook “page” is a professional or branded business profile on the platform. Here are some key differences:



Facebook Profile

- Represents an individual
- Privacy options
- No advertising opportunities
- No insights or metrics on post performance



Facebook Page

- Represents an organization
- Public profile
- Advertising opportunities
- Insights and metrics on post performance

It can be beneficial to periodically share content from your Facebook profile, but a Facebook page is best practice for growing and engaging your business in a professional way.





BOOSTING VISIBILITY

Organic posts (ie. the content you are posting on your Facebook page) are only seen by those users who engage regularly with you. Engagement rate for organic posts is an average 0.07%.¹ But “boost” your post by designating an advertising budget to amplify how many people see, and engage with, your post. Facebook ads, including boost posts, reach over 72% of monthly active users!¹

Learn How to Boost a Post

¹ <https://blog.hootsuite.com/how-does-facebook-boost-posts-work/>



LINKEDIN



REDEFINING NETWORKING

LinkedIn is unparalleled for creating business connections online.

82% of B2B marketers have their greatest success on LinkedIn.¹ More specifically, LinkedIn allows you to target people or businesses with specific demographics or characteristics such as industry or size.

Ideal for Lead Generation¹

4 out of 5 of LinkedIn's 900 million members drive business decisions. Plus, communication is easy to navigate via inbox messaging.

¹ <https://sproutsocial.com/insights/linkedin-statistics/>

LEVERAGING YOUR PROFILES

A LinkedIn “member profile” is a professional landing page to manage your personal brand. A LinkedIn “page” acts as the voice of your agency. Here are some key differences:



LinkedIn Member Profile

- Represents an individual
- Has *Connections*
- No advertising opportunities



LinkedIn Page

- Represents an organization
- Has *Followers*
- Targeted advertising opportunities

As a sole proprietor, you may want to focus on your member profile, but a multi-broker agency may benefit from a LinkedIn page. Alternatively, leveraging both may be best!





LEVELING UP

LinkedIn's newsfeed prioritizes content that is relevant and promotes posts that are receiving engagement. That means, you don't really need to pay-to-play but using an advertising budget may help target specific markets and increase reach! Ads on LinkedIn can achieve a 33% increase in purchase intent.¹

Get Started with LinkedIn Ads

¹ <https://sproutsocial.com/insights/linkedin-statistics/>



SOCIAL SALES TOOLKIT

GETTING STARTED

Delta Dental of Arizona's social sales toolkit includes the following resources:



Images

- Delta Dental branded images sized correctly for Facebook
- Delta Dental branded images sized correctly for LinkedIn



Copy

- Templated text for posts on Facebook
- Templated text for posts on LinkedIn

Select the copy option that resonates with you and your sales goals, then pair with one of the suggested images.

If posting from your business page profile(s), you can designate an advertising budget to expand who sees your post.





TAILORING CONTENT

- Experiment with different variations of the copy and images to find the right fit for your audience.
- Replace any placeholder text with your contact information!
- Posts with images perform best and we recommend using one image per post.
- In general, shorter copy works well for any posts you plan to put advertising budget behind.



MEASURING SUCCESS

TRACKING ANALYTICS

One way to measuring your success on social media is by seeing an uptick in new leads, quote requests or questions. Tracking analytics on each platform is another way to measure success. Metrics available to you include:

- Track user behavior
- Analyze post performance
- View page metrics
- Identify competitor pages to watch

[Get Started with Facebook Insights](#)

[Get Started with LinkedIn Page Analytics](#)





ADDITIONAL RESOURCES



JOINING THE CONVERSATION

Connect with us, share content and join the conversation!

Check out deltadentalazblog.com for shareable articles on oral health, using your dental benefits, mouth-healthy recipes and more!

[View and Share Our Blog](#)

Our social media feeds are focused on providing wellness tips, benefits resources and lots of fun, informative content!



CONNECTING WITH OTHERS

Consider joining or following community organizations on Facebook and LinkedIn where local, small business owners access resources and network. Some examples include:

- [Arizona Small Business Association](#)
- [Arizona Small Business Development Center](#)
- [Greater Phoenix Economic Council](#)
- Your local Chamber of Commerce

Social platforms aren't the only way to find relevant content. Check out local and national resources including websites and online magazines like:

- [AZ Big Media](#)
- [Greater Phoenix in Business](#)
- [Phoenix Business Journal](#)
- [Inc.](#)
- [Small Business Trends](#)





Delta Dental of Arizona

Broker Hotline | 800.651.3080
sales@deltadentalaz.com

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