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The Social Advisor (Social Media Secrets Of The Financial Industry Book 1)



Synopsis

Financial Social Media expert Amy McIlwain reveals cutting-edge social media secrets that are rapidly changing the marketing landscape as we know it. Discover how the industry's elite advisors are leveraging this new form of communication and watching their business soar.

Book Information

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Customer Reviews

Provides practical information & ideas for registered investment advisors, including social media policy statement suggestions. Particularly appreciate that it provides input from several different industry-involved sources.

This book is jam packed with valuable information about how financial advisors can use social media and blogging in their business. I particularly enjoyed reading the quotes and excerpts from financial advisors who have seen success from these technologies. It gave me some great ideas of what I can do for my business. Thanks Amy!

As a host of a nationally syndicated radio show, The Financial Safari and trusted media coach to

over 100 Financial Advisors nationally, I'd like to think I know a thing or two about marketing. Let me tell you, my knowledge of the Social Media aspect of this next generation of shoppers has been enriched and enhanced to levels never before expected. Thanks to this book, my understanding of the social media world has been kicked up notches never before imaginable! Amy is a master at explaining ideas in a way that you can implement. Great ideas without implementation are just great ideas and that's why this book sticks out above others as Amy shows you how to get `er done! At the end of each chapter I felt like Emeril Lagasse as I heard myself saying "BAMM!" over and over again. This is more than a book, it is a masterpiece! Buy it now before your competitors do!!! Coach Pete

This book is an extremely quick read, and written in a way that is easily understandable for those with very little digital acumen. If you are a financial professional with zero knowledge of social media, this book gives a good broad perspective of the major social media outlets as well as some fundamental digital marketing concepts that may or may not be relevant to your online strategy. It falls short on the compliance section (in my opinion) - nothing much to distinguish strategies between B/D's or RIA's, which is really what I was looking for, but that's not to say it won't be useful for those who operate in less regulated environments.

We were thrilled to see this get published and flattered to have contributed our compliance research and knowledge to Chapter Nine. Amy has done a wonderful job of illustrating the steps to getting engaged and making the time and effort spent on social meaningful to your online identity and your business overall.

This text was purchased for our entire marketing department when we started using social media. As the social media strategist of our company, I used this text constantly when trying to find a way to build a social media plan that catered to insurance agents and financial planners. Along with tips on every social media platform, it also covers FINRA and SEC compliance issues that financial advisors need to be concerned about. Also, Amy McIlwain is a great person to follow on various social media sites because she regularly posts her blogs and tips on how to continually reach the financial industry via social media. Great, easy read!

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