

SECURE AGENT MARKETING

SEO IS NOT ENOUGH ANYMORE!
- HERE'S WHAT'S NEXT

WHAT ARE YOU TALKING ABOUT?? SHOULD I COMPLETELY FORGET ABOUT SEO??

No, SEO is still a good strategy and you still want your website to rank highly on Google - However, with SEO companies and experts gaming the system as much as they have and AI becoming such a big part of written content generation, you need to do more than write blogs to stand out from the crowd

SO WHAT'S THIS NEW STRATEGY?

A trend has emerged where more and more people are turning to both long-form and short-form video content to educate themselves and make buying decisions. We've made it simple for you with a 3 step branding block strategy

- 1. Define your brand**
- 2. Build out your website**
- 3. Record and post video content**



DEFINING YOUR BRAND

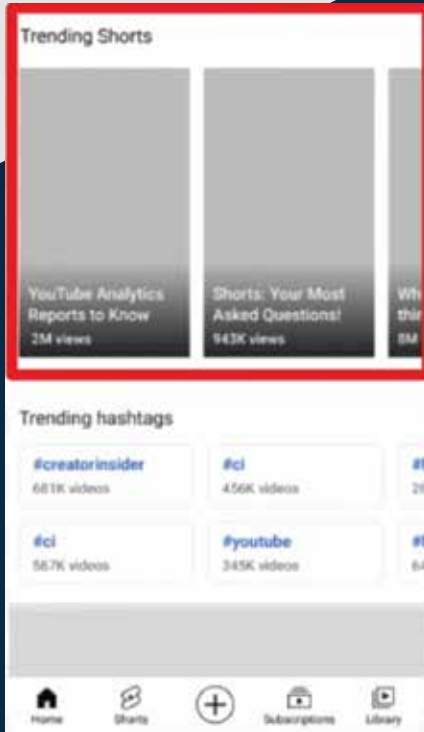
To build a brand you need 4 key things.

- ✓ **Brand Purpose and Voice**
 - Professional, Modern, informative, cheerful, friendly, casual
 - What is the purpose of your brand?
Building your customer base?
Educating?
- ✓ **Website**
 - You need a website that's at least five pages
 - The place to convert your traffic into leads
- ✓ **Logo**
 - Your logo is what visually represents your brand identity
 - Use color theory to match your brand with your target audience
- ✓ **Social Media Outlets**
 - Tiktok
 - Facebook
 - Instagram
 - **YouTube**



YOUTUBE SHORTS

What is it? - This is the section of Youtube that is built to compete with Tik Tok. These are videos with the marking in the bottom right corner that notate it as a short. These are videos that are 15 seconds to 59 seconds long.



- Anything longer than 60 seconds is not technically a short and will be filed with existing videos
- Shorts have MUCH more potential to catch the algorithm and get a lot of views
- According to Youtube. Youtube shorts are now averaging over 30 billion views a day

The shorts shelf is the display of shorts you see when you log into youtube specifically on mobile.

- Anything longer than 60 seconds is not technically a short and will be filed with existing videos
- Shorts have MUCH more potential to catch the algorithm and get a lot of views
- According to Youtube. Youtube shorts are now averaging over 30 billion views a day

WHY DO SHORTS MATTER RIGHT NOW?

- Youtube has stated that they are going to begin recommending long form videos and channels based on the short form engagement.
 - This is HUGE
 - This helps small channels get views on main channel
- The short form content (think tik tok) is taking over the internet and changing behavior of the market.
- This format is easily shareable to other platforms
 - Tik Tok
 - IG
 - FB Video
- For insurance, this is a great way to take a complex product and try to simplify it quickly and succinctly



TIKTOK

Everyone knows what Tik Tok is, but I am going to show you how it is used effectively in the Insurance industry

- When creating Tik tok, you will have two, mutually exclusive, audiences
 - Agents
 - Consumers / leads
- Some misconceptions
 - Retirees / medicare age is not on tik tok. This is not true!
 - U.S. Audience – As we mentioned, we estimate that TikTok has about 80 million monthly active users in the United States. 60% are female, 40% are male. 60% are between the ages of 16-24. 26% are between the ages 25-44. 80% are between the ages 16-34. This data comes straight from TikTok.
 - TikTok now has over 138 million active users in the U.S. 20% of 138 million people is still a huge audience
 - 7% is over the age of 50
- Tik tok is a welcoming platform for casual content. What does this mean?
 - Not needing high production quality
 - Talk into phone
 - Edit on phone
 - Reach a huge audience.
- We have a tik tok that is less than 30 days old with 4000 watch hours!

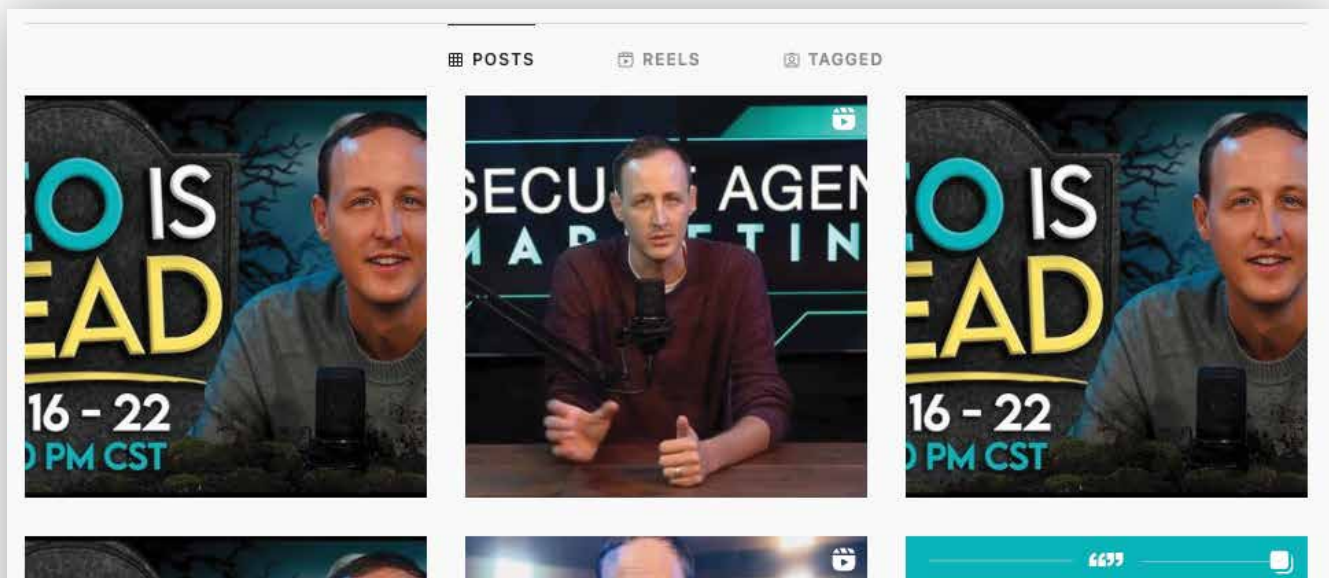




INSTAGRAM & FACEBOOK

Everyone knows what Tik Tok is, but I am going to show you how it is used effectively in the Insurance industry

- Instagram reels are another channel for short-form videos and images.
 - Instagram is commonly known as a photo sharing app, but instagram's CEO recently stated that they are focusing on videos and video sharing moving forward
- Much like TikTok, Instagram is welcoming for casual content.
 - If you have a good idea or something is really on your mind that you think other people could benefit from knowing or hearing your opinion on, get out your phone and record it!
- Instagram reels work well to capture your audience with content.
 - If your viewers are interested in what you have to say, they'll most likely go to your account to follow you or check out your other content
- Once you have them there, a good strategy is to include a CTA in your bio with a link tree that guides them to your other channels and lead capture vessels.
 - Check us out on Facebook!
 - Download my book!
 - Follow us on TikTok!
- Facebook Video is very similar to Instagram reels
- Facebook is the best platform for follower interaction and community building
- In your linktree linked in the bios of your other social media platforms, always have a link back to your facebook
- Create a Facebook group that you check on regularly where you can share your content and interact directly with your followers and prospects



TIE IT ALL TOGETHER

LET'S BREAK DOWN THE STRATEGY

1. You need to create a brand and you need a website

This is going to be your fishing boat - you want to cast all your lines out from this website and reel your leads back into the boat once you get them on the hook

2. You'll need to create your social media platforms in accordance with your brand

Instagram, Tik Tok, and most importantly, YouTube.
These are your fishing lines - cast them out!

3. Create your content and post it

You want to ideally, have 1 long-form video a week and 3-5 shorts a week.

This is the bait that will get your consumers on the hook.



This is going to be your fishing boat - you want to cast all your lines out from this website and reel your leads back into the boat once you get them on the hook

Ideally, this strategy will lead you to build a following and a community. When combined with the specific social channel strategies we talked about, you'll be building your authority and bringing in new business

If this all sounds daunting to you, Secure Agent Marketing can help you out, we've developed a process to help agents like you with this specific strategy as well as your other digital marketing needs. Give us a call or visit the link below to schedule your free marketing consultation today!

[SECUREAGENTMARKETING.COM/BRAND-BLOCKS](https://secureagentmarketing.com/brand-blocks)