

The book was found

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

File Size: 2744 KB

Print Length: 168 pages

Simultaneous Device Usage: Unlimited

Publication Date: January 29, 2013

Sold by: Digital Services LLC

Language: English

ASIN: B00B8D8J1K

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #658,025 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #29

in Kindle Store > Kindle eBooks > Business & Money > Economics > Interest #75 in Books > Business & Money > Economics > Interest #1718 in Kindle Store > Kindle eBooks > Business & Money > Finance

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!

[Download to continue reading...](#)

The Social Advisor (Social Media Secrets of the Financial Industry Book 1) Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social

Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram (social media, instagram, twitter, ... marketing, youtube, twitter advertising) The Essential Advisor: Building Value in the Investor-Advisor Relationship Plateau to Pinnacle: 9 Secrets of a Million Dollar Financial Advisor Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media (IBM Press) Social Media Marketing Workbook: 2016 Edition - How to Use Social Media for Business Social Media: How to Skyrocket Your Business Through "Social Media Marketing!" Master: Facebook, Twitter, Youtube, Instagram, & LinkedIn Social Media: The Ultimate Guide to Transforming Your Brand with Social Media No B.S. Guide to Direct Response Social Media Marketing: The Ultimate No Holds Barred Guide to Producing Measurable, Monetizable Results with Social Media Marketing Social Media: Social Media Marketing Strategies with Facebook, Twitter, YouTube, Instagram & LinkedIn: *FREE BONUS: SEO 2016: Complete Guide to Search ... Marketing, Online Business, Passive Income) Social Media: Master, Manipulate, and Dominate Social Media Marketing Facebook, Twitter, YouTube, Instagram, and LinkedIn Social Media Marketing: 12 Successful Strategies to Master Social Media, Grow Your Followers & Build Your Brand Online: Regardless of Money, Time, or Experience Social Media: Master and Dominate Social Media Marketing Using Facebook, Instagram, Twitter, YouTube, LinkedIn, Snap Chat, Pinterest, Google+, Vine, and Much more! Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization (Que Biz-Tech) Social Media Recruitment: How to Successfully Integrate Social Media into Recruitment Strategy New Life Insurance Investment Advisor: Achieving Financial Security for You and your Family Through Today's Insurance Products

[Dmca](#)