

Social media and content marketing

Intelliflo and Hearsay Systems



Many advice firms don't have the skills, time or money to effectively market themselves to existing and prospective clients. Intelliflo's partnership with specialist social media marketing company, Hearsay Systems, offers a fully joined up digital and social marketing solution which:

- is a quick and easy way of marketing your business
- is designed for the busy adviser rather than a marketing professional
- integrates across your outbound email and social media channels
- can be managed from a single, easy to use dashboard
- is fully supported by Intelliflo's marketing team
- can draw on compliance friendly, consumer facing content supplied by Intelliflo

Key benefits:



Save money on employing internal or external marketing staff



Deepen relationships with existing clients by positioning yourself as a 'thought leader'



Generate new business leads by driving more people to your website



Maintain compliance by using pre-screened content



Save time and money writing or sourcing relevant articles

Hearsay Systems in more detail

You can link to two different services and manage them both through a single dashboard:

Social

Easily manage your social media accounts from a central dashboard. You can then promote your business as a thought leader in the industry by drawing upon our carefully selected, consumer facing and compliant range of content. Hearsay Social will also pick up on your client's life events such as births, marriages, house and job moves when they're flagged on Facebook, LinkedIn Premium, Twitter and Google+ and send out timely, relevant content to deepen your existing relationships.

Email

Instead of pushing out content to multiple contacts through social media and your website, you can choose to tailor content and distribute it in a highly targeted way through outbound email.

Whichever package you choose, you can draw upon relevant, compliant content provided by Intelliflo's marketing team, so all you have to do is choose what to use and how to send it. It's a highly scalable off the shelf content marketing system which requires minimal effort from you. Importantly, it benefits from a streamlined compliance workflow within a single supervision dashboard, making life easier for compliance professionals.

About Hearsay Systems



Hearsay Systems specialise on working with the financial services industry to provide a predictive social suite for advisers and insurance agents.

The technology enables over 100,000 financial professionals to effectively engage today's social, mobile customer through Facebook, LinkedIn, Twitter, Google+ and mobile-first websites. For more information about Hearsay Systems, visit hearsaysystems.com.

Intelliflo content provision

If you are looking to market your business online, it can be time consuming and expensive to create source appropriate (and compliant) content. Once you are set up on Hearsay Systems, you will be able to draw upon a range of consumer facing content such as:

- RSS feeds (such as Telegraph Money, BBC Business, Guardian Money and Boringmoney.com)
- Relevant web links, enabling you to comment on and show royalty free images
- Intelliflo authored content on topical areas related to saving and financial services
- Content provided by our investment partners

Our expert industry writers will be providing pieces of new content per month, offering thought provoking content to drive engagement to you. Some of the themes we will supply include:

- Content designed for use with Facebook, Twitter and Google+, which is a mix of the informative, engaging, topical and fun
- Content tailored for LinkedIn – more professional looking than for Facebook or Twitter
- Email content addressing specific topics or relevant issues (for example tax year end, pension changes and school fees planning)
- Campaigns – themed content timed to run over a specific period (back to school/university and holiday periods)

You can use Intelliflo's content as much or as little as you like, either as a standalone or to supplement your own content. It's up to you to decide which posts best suit your client profiles and Hearsay Systems makes it quick and easy to push them out across social media as links within your outbound emails and on your website.

Ongoing marketing support

In addition to content provision, you also have the ongoing support of Intelliflo's digital marketing team who will keep you up to date with social media hints and tips to help you get the best out of your efforts. So if you have any queries along the way, you can speak directly to your account manager, or email Intelliflo's marketing team:

- **Gabriella di Gangi, digital marketing executive:**
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- **Dan Moody, digital marketing manager:**
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