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The goal of “staying top of mind” is to enable people to think of you when they think of their finances, insurance policies, retirement strategy, etc.

One of the most effective and effortless ways to stay top of mind is to share content to your social media networks, leveraging Grapevine6 (G6) to do so.

We recently asked Guardian FRs to share their content sharing feedback, and a few of them reported that new business and clients resulted from sharing content to their social media networks.



[Click here to read Part 1: Effective Target-Marketing](#)

Part 2: You Never Know When the Time is Right

Brian Sykes of Independence Planning Group recently placed a Whole Life policy with \$10,000 in premium due to sharing content to his social media pages.

Brian is an active content-sharer. Every Saturday morning, Brian schedules his social media posts for the upcoming week, posting at least one article per day to both his LinkedIn and Facebook Business Page. Brian makes sure that the content he's sharing is relevant in his three target markets: business owners, retirement planning, and special needs planning.

“I wasn't using Grapevine6 before because it wasn't scheduled into my calendar. I'm getting into a rhythm of doing the activity, I'm getting excited for it, and I'm tying it to other marketing activities. When people see my name attached to initiatives, they go to social media to see if I'm relevant.”

Brian's recent social selling success comes from an attorney that Brian has been connected to but didn't know too well; they had met through networking but never did any business or referrals together. After connecting on LinkedIn, the attorney began commenting on some of Brian's social media posts. Recently, the attorney emailed Brian asking about general retirement planning and Life Insurance questions, and how they all fit together. The attorney had a concern that day, saw Brian's post and emailed him and started a conversation.

“All I want to do is learn how to market. Our business isn't about selling Life Insurance, it's about marketing our services and getting people interested in them.”

Favorite G6 Feature: auto-post content campaigns such as DIAM and LIAM.

Best Practice: Time blocking to find and share articles.

Want to Improve Your Social Media Presence?

- Visit our [Social Selling Resource Center](#)
- Attend an upcoming [Digital Marketing Workshop](#) or watch a workshop replay (at the bottom)
- [Schedule 1:1 coaching](#)

Questions?

Email socialmedia@glic.com

Guardian Social Media Team

Brian Sykes