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Staying Top of Mind Leads to New Business

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.



Part 1: Effective Target-Marketing

Zeke Zimmerman of Certified Financial Services recently submitted a term policy with \$3,000 in premium as a direct result of sharing content using G6.

Zeke shares content daily to his Facebook and LinkedIn networks. Specializing in the special needs planning market, Zeke leverages G6’s keyword customization and add-an-article feature to quickly find and share articles that are relevant to his market.

“Content sharing, being out there and showing thought leadership is really important; we’re constantly looking for ways to distinguish and differentiate ourselves. What we put out there on social and how we get it out matters; if it’s always the same stuff, then people gloss over it.”

Part of Zeke’s niche-marketing plan includes co-hosting seminars and webinars with his CFS colleague Richard Lofredo. Concluding each webinar, they encourage the attendees to follow their Facebook Business Page.

In June, Zeke and Richard hosted a webinar on emergency special needs planning. Post event, Zeke had shared an article he found on the NY Times about a special needs adult man in NYC whose mother unexpectedly passed away without a financial plan in place. One of the webinar attendees, a mother of a 27-year-old son with special needs, saw this post and wrote a heartfelt comment on it saying she is motivated to move forward on creating a financial plan. The result: an application for a term policy with \$3,000 in premium currently in underwriting.

Favorite G6 Feature: Customization capabilities.

Best Practice: Add a comment and include call-to-actions when applicable.

“G6 allows me to share and customize easily so it’s clearly my voice and comments. Ask questions, such as ‘what do you think’ to engage people, getting them to like, comment and/or ask questions.”

Want to Improve Your Social Media Presence?

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Questions?

Email socialmedia@glic.com

Guardian Social Media Team

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