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Staying top of mind can lead to new business-Part 4

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](#)

[Click here to read Part 2: You Never Know When the Time is Right](#)

[Click here to read Part 3: The Importance of a Strong Social Media Profile](#)

Be Proactive

Vidal Peoples of Strategies for Wealth started conversations on social media that led to five term policies.

For Vidal, it's important to share content to ensure his name and value-add is at the top of his network's newsfeeds and notifications. **“Part of engagement and getting the most of G6 and LI is building up your identity as the person who is the experienced professional / has a voice in that space. What better way to do that than posting stuff that is germane to how you make a living?”**

Vidal is proactive in engaging with his network. He doesn't just share content and wait for people to reach out to him. Vidal spends a lot of time reading his LI homepage and notifications, using it as a reminder to pick up the phone and call some of those people. When he calls, the people are often warm and receptive, and usually comment that “I've been seeing your posts on LI and have been meaning to call. I'm glad you reached out.”

Between G6, LI and his monthly newsletter, Vidal's name and value-add is constantly top of mind with his network.

Favorite G6 Feature: the ease of sharing content

Best Practice: be proactive and use LI as a reminder for you to call them

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

About

Vidal Peoples