

2018

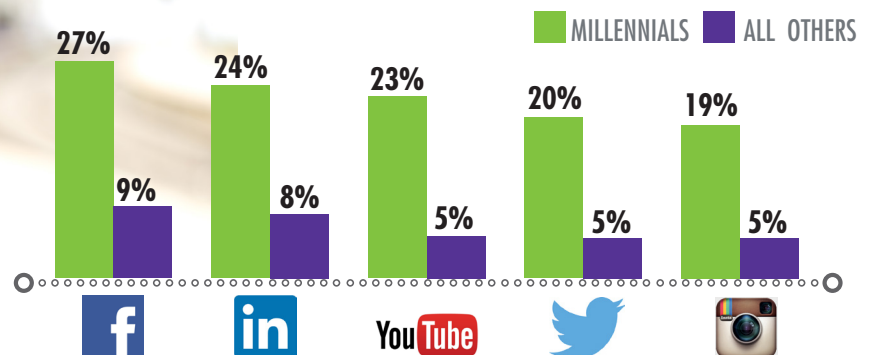
Insurance Barometer Study

The Most Important Social Media for Financial Professionals



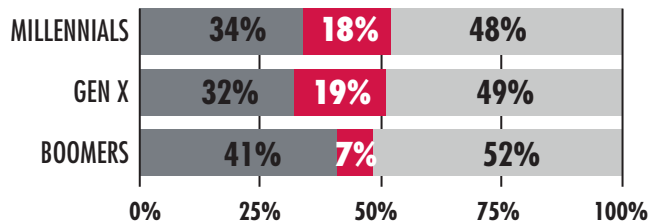
Which social media platform is the most important for financial professionals?

If you are marketing to Millennials, it is Facebook! LinkedIn, YouTube, Twitter, and Instagram rate similar levels of importance.



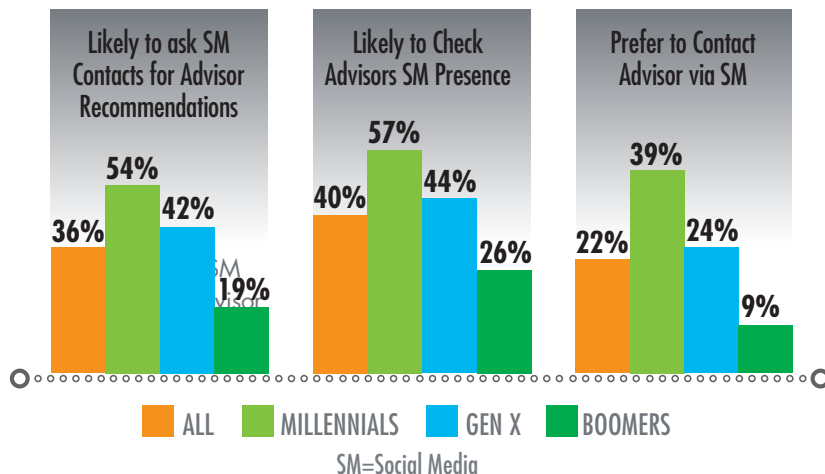
Do You Have a Financial Advisor?

- Yes, currently have one
- No, but looking
- No, don't want one



Why are social media platforms important for financial professionals?

Most of the consumers who are looking for financial advisors are Gen Xers and Millennials...



...And they are more likely to ask their social media contacts for advisor recommendations, check advisors' social media presence, and contact advisors via social media.

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