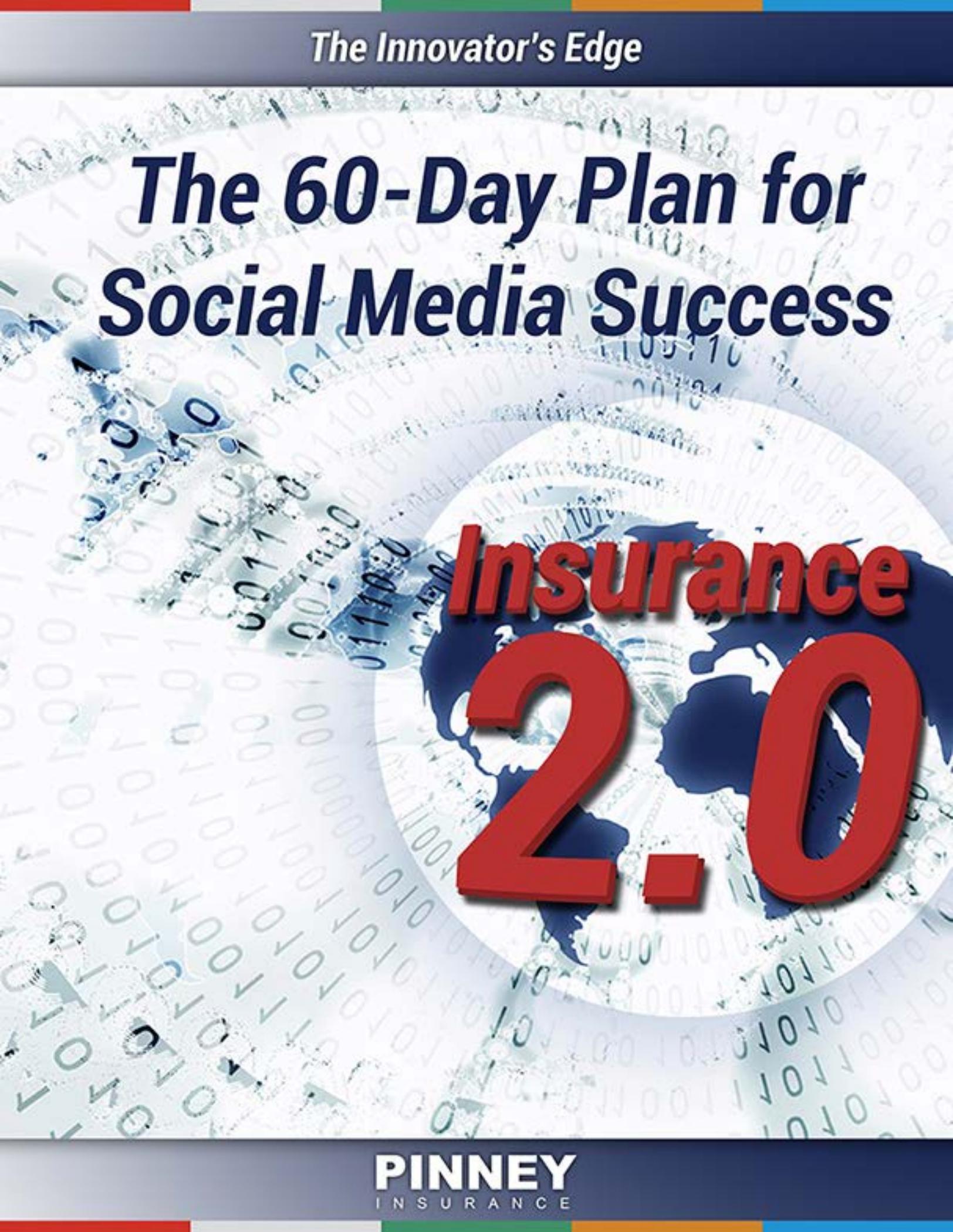


*The Innovator's Edge*

# *The 60-Day Plan for Social Media Success*



**Insurance  
2.0**

**PINNEY**  
INSURANCE

This 60-Day Plan is about getting the most out of your social media interactions. It will help you get your social profiles, website, and blog noticed in your niche and by your prospects. I've personally used these tips to great success, and I know they'll work for you as well.

If you're dedicated and consistent, in 60 days, you can do on a local and regional level what my team and I have done in nearly a decade on a national level—namely, drive traffic, create leads, and sell more insurance. How is that possible, you ask? Simple: you have the benefit of our trial-and-error experience and access to our processes. Using them will allow you to skip right to the front of the line and create noticeable results.

## Setting Expectations

You can expect two things from this plan:

- 1. Lots of Work:** The plan isn't easy—it's designed to get results fast. From the first day, you can expect to be fully immersed in the world of social media. Parts of it will be fun, others not so much. Trust me when I tell you the end results will make it worth all the effort. You'll see your website and blog gain visitors, links, and rankings. Plus, you'll earn valuable feedback from your existing clients and new fans. The financial rewards that come from your efforts aren't bad, either—new clients and prospects, increased customer retention, and referrals are a common side effect.
- 2. Noticeable Results:** Following this plan will provide you with nearly instant results every step of the way. These results will help keep you motivated as you start the process of *dominating your competition*. Each step of the 60-Day Plan is designed to increase your social footprint and social dominance through higher search engine ranking, more site visitors, and ultimately, more sales.

Remember, the 60-Day Plan will be challenging—and worth every second you spend doing it right. Commit to it, get the work done each day, and watch the results as you and your business benefit long after the first 60 days are done!



**TIP:** The days outlined in the 60-Day Plan were structured so they could be completed in about 1 hour. Some days will be longer or shorter, but the compounding effect the plan provides is worth it. Remember, we're working *on* your business and not *in* it during these times. If you can't complete everything each day, do as much as you can and finish the rest the following day. Going more slowly through the plan will still get you results (it'll just take longer).

## First Things First

1. **Your Website:** In today's world, a website is like a business card. It is expected that you, as a professional, have one. If you don't, get one TODAY! There are a lot of companies that can and will help you set up a customized website, which is the best option long-term.
2. **Your Blog:** I also highly recommend that you incorporate a blog into your website. This is the easiest and quickest way to add valuable content to your site and move up in the search engine rankings. To the search engines, content is king—and the newer the content, the better. In many instances, the search engines see new content as being more relevant than old content and rank it accordingly. The search engines also give added value to content that is interactive, or has a “social” aspect to it. That's why social media and blogs have become so prevalent and talked about in the past few years.

If you don't have a website AND a blog, I would encourage you to get BOTH before you start the 60-Day Plan.



**TIP:** To measure the results of your efforts, incorporate Google Analytics into your blog and website. It's free software that tracks how many visitors come to your site and from where.

## Paying Your Dues

A lot of people ask me if they have to do all the work outlined in the 60-Day Plan themselves. The answer is “no.” However, I think that there's a tremendous amount of benefit if you do. By doing it yourself, or at least being intimately involved, you learn the language and nuances of the blogging and social media world. It also gives you a firm foundation and understanding that can be used when you ultimately decide to turn your social media marketing efforts over to someone else. Believe me—you'll eventually want to do this so you can focus on other areas of your business. By understanding what needs to be done and why, it makes hiring a third party or training an employee in the future that much easier.

## On with the Show

Now that you have a website/blog, it's time to begin the process of becoming a social media rock star. If you're nervous, don't be—social media is fun and, when done properly, it's very rewarding. So let's get started.

## The 60 Days: Phase 1

Phase 1 of the 60-day plan will get you familiar with posting on your blog and using the top four social media websites: LinkedIn, Facebook, Twitter, and Instagram. Keep in mind that Instagram is heavily focused on mobile devices. While you can browse your feed on a desktop or laptop, you can only post from a mobile device.

### **Day 1:**

Sign up for LinkedIn ([www.linkedin.com](http://www.linkedin.com)) and Facebook ([www.facebook.com](http://www.facebook.com)). Fill out your profiles completely, including pictures, website links, and contact information.

### **Day 2:**

Sign up for Twitter (<https://www.twitter.com/>) and Instagram (IOS: <https://apps.apple.com/us/app/instagram/id389801252>; Android: [https://play.google.com/store/apps/details?id=com.instagram.android&hl=en\\_US](https://play.google.com/store/apps/details?id=com.instagram.android&hl=en_US)). Fill out your profiles completely, including pictures, links, and other information.

You may also want to sign up for one or more content discovery and sharing networks, such as Triberr ([www.triberr.com](http://www.triberr.com)), Viral Content Bee ([viralcontentbee.com](http://viralcontentbee.com)), or Social Buzz Club ([www.socialbuzzclub.com](http://www.socialbuzzclub.com)).

### **Day 3:**

Send an announcement to all of your customers, prospects, and vendors about your new social media presence. Be sure to include links to your profiles on each of the four social networking sites above and let them know they can interact with you there.

### **Day 4:**

Write a blog post about something related to your niche. Make sure that it's interesting and informative—NOT a sales pitch. You don't need to publish the article yet. Just focus on writing a quality post.

### **Day 5:**

Post the article you wrote yesterday and share the link to it on your social media sites. You can also submit it to one or more content discovery and sharing networks and ask your friends/fans to comment on it.



**TIP:** Because Instagram is an image-sharing network, you can't share a link. Instead, pick out a brief quote or thought from the post and use a free app to turn it into a visually appealing image. Try [WordSwag](#) or [Quotes Creator](#).

**Day 6-10:**

Find one good article or blog post related to your niche and make a comment on it (preferably with a link back to your website). Share this same article/post on your social media sites (Facebook, Twitter, and LinkedIn). On Instagram, take a brief thought or inspiring quote, turn it into an image, and post it.

**Day 11:**

Write a blog post about something related to your niche. Make sure that it's interesting and informative—NOT a sales pitch. You don't need to publish the article yet. Just focus on writing a quality post.

**Day 12:**

Post the article you wrote yesterday and share it on your social media sites. For Instagram, turn a quote into a graphic and post it. You can also submit it to one or more content discovery and sharing networks and ask your friends/fans to comment on it.

**Day 13-17:**

Find one good article or blog post related to your niche and make a comment (preferably with a link back to your website). Share this same article/post on Facebook, Twitter, and LinkedIn. On Instagram, take a brief thought or inspiring quote, turn it into an image, and post it.

**Day 18:**

Write a blog post about something related to your niche. Make sure that it's interesting and informative—NOT a sales pitch. You don't need to publish the article yet. Just focus on writing a quality post.

**Day 19:**

Post your blog article from yesterday and share it on your social media sites. For Instagram, turn a quote into a graphic and post it. You can also submit it to one or more content discovery and sharing networks and ask your friends/fans to comment on it.

## The 60 Days: Phase 2

Phase 2 of the 60-day plan will introduce you to YouTube. Video is now the top-ranking format for media consumed online. Taking advantage of this trend will give you an advantage in the search engine rankings.

### **Day 20:**

Create a YouTube account (<https://www.youtube.com>) and a channel for your business. Complete your profiles completely including pictures, links, and other information.

### **Day 21:**

Look for video content related to your niche and make a comment. Create a playlist for your channel and add this video. Invite your fans, customers, prospects, and vendors from your other social media sites to visit your channel and like it/subscribe.

### **Day 22:**

Make a short video discussing your business and what you do. Remember to keep it informational and interesting. Don't make it a sales pitch. Keep the video less than 3 minutes long—under 2 minutes is even better.



**TIP:** This video does not have to be professional quality. It just needs to be you or someone from your company explaining what you do. This gives a face to your company, and makes it easier for people to engage with your brand. Most smartphones can do the job.

### **Day 23:**

Upload your new video to your YouTube channel and add it to your playlist. Include a brief description of the video. Be sure to include a link to your website in the description (make sure the link includes the "http," like this: <http://www.yoursitename.com>). Add the video to your channel's playlist. Share the link to your new video on your other social media sites. For Instagram, share a screenshot of the video. In the caption, give people your username on YouTube so they can look you up.

### **Day 24:**

Write a blog post recapping and expanding on the ideas in your new YouTube channel and video. Be sure to include links to each. You should also embed the video into the post so it can be viewed directly from your blog.

**Day 25:**

Post your blog article from yesterday and share it on your social media sites. For Instagram, turn a quote into a graphic and post it. You can also submit it to one or more content discovery and sharing networks and ask your friends/fans to comment on it.

**Day 26-27:**

Find one good article or blog post related to your niche and make a comment (preferably with a link back to your website). Share this same article/post on Facebook, Twitter, and LinkedIn. On Instagram, take a brief thought or inspiring quote, turn it into an image, and post it.

**Day 28:**

Look for video content related to your niche, make a comment, and add that video to your channel's playlist. Invite your fans, customers, prospects, and vendors from your other social media sites to visit your channel and like it/subscribe.

**Day 29:**

Write a blog post about something related to your niche. Make sure that it's interesting and informative—NOT a sales pitch. You don't need to publish the article yet. Just focus on writing a quality post.

**Day 30:**

Post your blog article from yesterday and share it on your social media sites. For Instagram, turn a quote into a graphic and post it. You can also submit it to one or more content discovery and sharing networks and ask your friends/fans to comment on it.

**Day 31-32:**

Find one good article or blog post related to your niche and make a comment (preferably with a link back to your website). Share this same article/post on Facebook, Twitter, and LinkedIn. On Instagram, take a brief thought or inspiring quote, turn it into an image, and post it.

**Day 33:**

Make another short video discussing your business and what you do, or answering common client questions. Remember to keep it informational and interesting. Don't make it a sales pitch. Keep the video less than 3 minutes long—under 2 minutes is even better.



**TIP:** Not sure what to talk about? Ask your social media followers! Make an extra post soliciting questions – what have they always wanted to know about life insurance or annuities (or an advanced planning topic, if that’s your specialty) but been afraid to ask? Remember, this video doesn’t have to be professional quality. It just needs to be you or someone from your company explaining what you do, or answering a client question. This gives a face to your company, and makes it easier for people to engage with your brand.

**Day 34:**

Upload your new video to your YouTube channel and add it to your playlist. Include a brief description of the video. Be sure to include a link to your website in the description (make sure the link includes the “http,” like this: <http://www.yoursitename.com>). Add the video to your channel’s playlist. Share the link to your new video on your other social media sites. For Instagram, share a screenshot of the video. In the caption, give people your username on YouTube so they can look you up.

**Day 35:**

Write a blog post recapping and expanding on the topic(s) covered in your new video. Be sure to include links to your channel and the video. You should also embed the video into the post so it can be viewed directly from your blog.

**Day 36:**

Post the article you wrote yesterday and share it on your social media sites. For Instagram, turn a quote into a graphic and post it. You can also submit it to one or more content discovery and sharing networks and ask your friends/fans to comment on it.

**Day 37-38:**

Find one good article or blog post related to your niche and make a comment (preferably with a link back to your website). Share this same article/post on Facebook, Twitter, and LinkedIn. On Instagram, take a brief thought or inspiring quote, turn it into an image, and post it.

**Day 39:**

Look for video content related to your niche, make a comment, and add it to your channel’s playlist. Invite your fans, customers, prospects, and vendors from your other social media sites to visit your channel and like it/subscribe.

## The 60 Days: Phase 3

Phase 3 of the 60-day plan takes what you've learned and puts it in hyperdrive. By this point, you should be pretty familiar with writing and posting on your blog, sharing on your social sites, uploading video to YouTube, and commenting on other people's blogs.

### **Day 40:**

Write a blog post about something related to your niche. Make sure that it's interesting and informative—NOT a sales pitch. Post the article and share it on your social media sites. For Instagram, turn a quote into a graphic and post it. You can also submit it to one or more content discovery and sharing networks and ask your friends/fans to comment on it.

### **Day 41-42:**

Find one good article or blog post related to your niche and make a comment (preferably with a link back to your website). Share this same article/post on Facebook, Twitter, and LinkedIn. On Instagram, take a brief thought or inspiring quote, turn it into an image, and post it.

### **Day 43:**

Look for video content related to your niche, make a comment, and add it to your channel's playlist. Share this same video with your friends and your social media sites.

### **Day 44:**

Make a short video answering a common question a client or prospect would ask. Remember to keep it informational and interesting. Don't make it a sales pitch. Keep the video less than 3 minutes long—under 2 minutes is even better.

Upload your new video to your YouTube channel and add it to your playlist. Include a brief description of the video. Be sure to include a link to your website in the description (make sure the link includes the "http," like this: <http://www.yoursitename.com>). Share the link to your new video on your other social media sites. For Instagram, share a screenshot of the video. In the caption, give people your username on YouTube so they can look you up.

### **Day 45:**

Write a blog post recapping and expanding on the topic(s) covered in your new video. Be sure to include links to your channel and the video. You should also embed the video

into the post so it can be viewed directly from your blog. Post your article and share it on your social media sites. For Instagram, turn a quote into a graphic and post it. You can also submit it to one or more content discovery and sharing networks and ask your friends/fans to comment on it.

**Day 46:**

Find one good article or blog post related to your niche and make a comment (preferably with a link back to your website). Share this same article/post on Facebook, Twitter, and LinkedIn. On Instagram, take a brief thought or inspiring quote, turn it into an image, and post it.

**Day 47:**

Look for video content related to your niche, make a comment, and add it to your channel's playlist. Share this same video with your friends and your social media sites.

**Day 48:**

Write a blog post about something related to your niche. Make sure that it's interesting and informative—NOT a sales pitch. Post your article and share it on your social media sites. For Instagram, turn a quote into a graphic and post it. You can also submit it to one or more content discovery and sharing networks and ask your friends/fans to comment on it.

**Day 49:**

Find one good article or blog post related to your niche and make a comment (preferably with a link back to your website). Share this same article/post on Facebook, Twitter, and LinkedIn. On Instagram, take a brief thought or inspiring quote, turn it into an image, and post it.

**Day 50:**

Make a short video answering a common question a client or prospect would ask. Remember to keep it informational and interesting. Don't make it a sales pitch. Keep the video less than 3 minutes long—under 2 minutes is even better.

Upload your new video to your YouTube channel and add it to your playlist. Include a brief description of the video. Be sure to include a link to your website in the description (make sure the link includes the "http," like this: <http://www.yoursitename.com>). Share the link to your new video on your other social media sites. For Instagram, share a

screenshot of the video. In the caption, give people your username on YouTube so they can look you up.

**Day 51:**

Write a blog post recapping and expanding on the topic(s) covered in your new video. Be sure to include links to your channel and the video. You should also embed the video into the post so it can be viewed directly from your blog. Post your article and share it on your social media sites. For Instagram, turn a quote into a graphic and post it. You can also submit it to one or more content discovery and sharing networks and ask your friends/fans to comment on it.

**Day 52:**

Find one good article or blog post related to your niche and make a comment (preferably with a link back to your website). Share this same article/post on Facebook, Twitter, and LinkedIn. On Instagram, take a brief thought or inspiring quote, turn it into an image, and post it.

**Day 53:**

Look for video content related to your niche, make a comment, and add it to your channel's playlist. Share this same video with your friends and your social media sites.

**Day 54:**

Write a blog post about something related to your niche. Make sure that it's interesting and informative—NOT a sales pitch. Post your article and share it on your social media sites. For Instagram, turn a quote into a graphic and post it. You can also submit it to one or more content discovery and sharing networks and ask your friends/fans to comment on it.

**Day 55:**

Find one good article or blog post related to your niche and make a comment (preferably with a link back to your website). Share this same article/post on Facebook, Twitter, and LinkedIn. On Instagram, take a brief thought or inspiring quote, turn it into an image, and post it.

**Day 56:**

Make a short video answering a common question a client or prospect would ask. Remember to keep it informational and interesting. Don't make it a sales pitch. Keep the video less than 3 minutes long—under 2 minutes is even better.

Upload your new video to your YouTube channel and add it to your playlist. Include a brief description of the video. Be sure to include a link to your website in the description (make sure the link includes the “http,” like this: <http://www.yoursitename.com>). Share the link to your new video on your other social media sites. For Instagram, share a screenshot of the video. In the caption, give people your username on YouTube so they can look you up.

**Day 57:**

Write a blog post recapping and expanding on the topic(s) covered in your new video. Be sure to include a link to the video. You should also embed the video into the post so it can be viewed directly from your blog. Post your article and share it on your social media sites. For Instagram, turn a quote into a graphic and post it. You can also submit it to one or more content discovery and sharing networks and ask your friends/fans to comment on it.

**Day 58:**

Find one good article or blog post related to your niche and make a comment (preferably with a link back to your website). Share this same article/post on Facebook, Twitter, and LinkedIn. On Instagram, take a brief thought or inspiring quote, turn it into an image, and post it.

**Day 59:**

Look for video content related to your niche, make a comment, and add it to your channel’s playlist. Share this same video with your friends and your social media sites.

**Day 60:**

Write a blog post about something related to your niche. Make sure that it’s interesting and informative—NOT a sales pitch. Post your article and share it on your social media sites. For Instagram, turn a quote into a graphic and post it. You can also submit it to one or more content discovery and sharing networks and ask your friends/fans to comment on it.

## Congratulations! You've finished the 60-Day Social Media Success Plan!

### But don't stop here...

Continue doing the things you learned in this plan and you'll drive more traffic, as well as gain more followers and potential clients. To move forward, just repeat phase three of the plan on an ongoing basis. Here are three bonus tips you can use to gain even more social media exposure:

### Bonus #1: Expand Your Audience by Being a Guest on a Podcast



**HOT TIP: Look for podcast interview opportunities.** Podcasts are one of the easiest ways to spread the word about you and your agency. If you don't already, start listening to personal finance podcasts and reach out to the ones you feel you could contribute to. You can also use ListenNotes to search for podcasts, topics, and people. Or sign up for guest/host matching services like [Kitcaster](#) (paid), [InterviewValet](#) (paid), and [PodcastGuests](#) (free).

### Bonus #2: Become an Expert Source for the Media



**HOT PR TIP: Sign up for HARO.** [HelpAReporterOut](#) (HARO) is a free service that will email you up to 3 times per day with a listing of between 30-60 requests for expert advice and interviews from various media sources. They only take a few minutes to review and I have personally used this to be published or quoted as an expert more than two dozen times in major industry and nationally recognized magazines and websites like *Agent Sales Journal*, *Registered Rep Magazine*, *AdvisorToday*, *Yahoo! Finance*, and *BankRate.com*.

## ***About Ryan***

Ryan Pinney is an eleven-year MDRT member with eleven Top of the Table qualifications. Recognized for using innovative technologies to drive insurance sales, streamline the application process, and speed up underwriting, Ryan leverages his experience in social media and online marketing to help agents and agencies create their online presence and profit from it. Utilizing the same principles and technology his firm provides to agents, his agency sold thousands of policies direct-to-consumer over the internet last year.



Ryan was named one of the inaugural NAILBA ID Twenty Award winners, one of AdvisorToday's 2015 "4 under 40" Financial Advisors, and one of LifeHealthPro Magazine's "24 Most Creative People in Insurance." He is a Past President of NAIFA Northern California, and served as the U.S. Chairperson for the MDRT Member Communications Committee. He is also a regular contributor to financial publications such as Bankrate.com, Yahoo! Finance, Fox Business News, and [PinneyInsurance.com](http://PinneyInsurance.com).

[Connect with Ryan on LinkedIn.](#)