



# Effective Prospecting Through Social Media

12 CPD HOURS

Programme Code: P171114GMV

## Course Objectives

Prospects and advocates are best discovered via social media. Trading Representative can acquire new leads and have a higher rate of personal success in achieving sales target leveraging through social media marketing. The Generation X and younger generation Y are more well-informed and likely to recommend to each other anyone they trust and interact with. This will only happen if the financial content is insightful and your social network is extensive.

This workshop provides actionable prospects and personal branding strategies via popular social media platforms today.

## Course Outline

- Social Media Best Practices in Offering Financial Insights, Market News, and Sharing on Fundamental and Technical Analysis
- Social Interaction with Prospects and Client
- Steps to Easy Lead Generation Through a Survey
- Create a Strong Personal Branding and Professional Identity on LinkedIn
- Creating Your Fan Page on Facebook with Influence
- 21 Ways to Create Financial Content About Market Trends and News
- Effective Microblogging Strategies for Attracting Investors
- 7 Ways to Manage Online Investment Conversation
- Extending your Investor Social Network systematically
- Handling Negative Comments in the Financial Market with Poise
- How to Protect Yourself with Proper Messages And Disclaimers



## IBF-FTS Funding

This programme is recognised under the Financial Training Scheme (FTS) and is eligible for FTS claims subject to all eligibility criteria being met. For more information please visit [IBF Website](#).

Please note that in no way does this represent an endorsement of the quality of the training provider and programme. Participants are advised to assess the suitability of the programme and its relevance to participants' business activities or job roles.

The FTS is available to eligible entities based on the prevalent funding eligibility, quantum and caps. FTS claims may only be made for recognised programmes with specified validity period.

### Course Methodology

- Class-based presentation
- Hands-on exercise
- Interactive Q&A session

### Who Should Attend

- Individuals from the Finance Industry
- Trading Representatives
- Remisiers
- Individuals who intend to leverage using social media to improve their business

## Speaker's Profile



**Andrew Chow** is a passionate social media and public relations strategist, entrepreneur, speaker, and author. Based in Singapore, his insights into social media strategy, public relations and entrepreneurship have made him a choice selection for workshops and speaking engagements across Asia. His mission is to educate professionals on how to leverage social channels for tangible results. Andrew's career of 28 years has seen him work with an array of clients, including AXA Insurance, Abbot Medical Optics, Singtel, and Sony Pictures. Andrew had more than 300 interviews and features about him or his business since 2005 from more than 40 local and regional media.

Currently, Andrew is a Professional Member in the Asia Professional Speakers - Singapore (APSS) and also served as its President from 2012-2013. He is the author of 2 bestsellers – Social Media 247 and Public Relations 247. Personal Branding 247 will be published in February 2016

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