



Stop Overthinking It

with KRISTEN & ED JUDD

on the **99** BEST MARKETING IDEAS PODCAST
EPISODE 8

BEST TIP FROM THIS EPISODE

"People buy from people they know, like, and trust"

–Kristen and Ed Judd

TAKE ACTION

1. Set a goal. How can you make Facebook live work for your practice?
2. Plan. Decide what topics you want to cover, where you will film, and how you'll promote your video.
3. Go live! Keep track of metrics so you can define your success.

STAY ON TRACK

- Encourage your team to help
- Make clear and consistent plans for topics
- Report metrics at meetings

USE FACEBOOK LIVE TO HELP YOUR PRACTICE GROW

Bethany and Ed Judd film a Facebook Live video every Monday morning called Java with the Judds. They're able to discuss topics that are important to their clients and keep a consistent marketing strategy that they can promote and share. Their videos are helping them build awareness around their brand. Here's how you can get started with Facebook Live.

Step 1: Plan topics in advance that your clients care about and don't talk product.

"We don't try to pitch anything. We use our Java with the Judds to announce upcoming events where we are doing live events. We're not try to get people to call us or say 'hey, we want to sell you.' That's not what this is about."

–Ed Judd

Step 2: Be genuine on camera and don't worry about being perfect.

"You can't overthink doing a Facebook Live. It can't be too scripted. They want to know you're a real person. People trust real people."

–Ed Judd

Step 3: Promote your content.

You might not notice overnight success. Kristen said she'll occasionally spend a few dollars to promote her videos. You can also save your Facebook Live video and cross-promote on other channels like LinkedIn or Twitter. And don't be afraid to ask your followers to share, like, and comment. If they've watched your video to the end, then you know they're engaged with you. Asking for more engagement will help grow your following.

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