

# Social Media for IFAs – Recommended Best Practices

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Why is it even required??

# The old way of working...

- There were few clients; there was time on hand



- “Meeting Kantibhai at his home, over a cup of tea”



- “In IFAs we trust...and invest as per his recommendations”





# So the real challenges

- The client / investor gets lots of inputs, has little time, does not know who to trust, and is confused
- He spends a lot of time on the Internet, including on Facebook, LinkedIn, Twitter etc. from where he gets random inputs
- The IFA on the other hand, has to retain his significance in the scheme of things
- But how does he compete with the tons of information flowing his client's way? How does he show his value addition? And how does he get the attention of his client, who's spending so much time on Social Media?

# The task at hand then, for IFAs...

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Use Social Media to connect with the client base, provide timely inputs, generate thought leadership, rebuild the trust, and in doing so, take the client from a state of confusion to a state of composure!

But before we see “how”, let us understand the “what”...

The Social Media Toolkit at hand!

# The big 4!

**facebook**



**twitter**

**Linked in**®

**You Tube**



# facebook

- How do you define Facebook?
- It is different things for different people.
- Most of all though, it is a SOCIAL UTILITY!
- *Utility: usefulness, value, convenience, function, service, benefit etc.*
- Facebook provides all of these and more to user
- My use: status, photos, games, videos, connect to friends, notes (in lieu of blogs), etc.

# facebook

- Most common use for companies / brands: A Facebook Page
- Enables engagement with users like never before
- “Facebook is the new email”
- Other ways to use Facebook: Groups, Events, Causes



# facebook

Facebook Pages: For Brands big and small

Take advantage of our FREE tax-savings advice. Visit [www.fundsindia.com](http://www.fundsindia.com) NOW!

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MidCap Fund	1YR	3YR	5YR	10YR
Axis MidCap	14%	34%	51%	114%
Axis MidCap	14%	34%	51%	114%
Axis MidCap	14%	34%	51%	114%
Axis MidCap	14%	34%	51%	114%
Axis MidCap	14%	34%	51%	114%

Repost: A quick guide on how you can get great returns from mid-cap funds, without taking on too much risk

Over the last one year, six mid-caps have...

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# facebook

Targeted  
Adverts

News  
Feed

Quizzes

Events

Groups

Targeted Adverts interface showing filters for location, age, gender, and target audience.

Location: India, Karnataka, Bangalore

Age: 18 - Any (All)

Gender: Male, Female

Target audience: All, College Only, In College, In High School

Target users who are connected to: 65,857,140 people



Which Transformer Are You?  
Bumblebee

Shruti took the Which Transformer Are You? quiz and the result is Bumblebee

Bumblebee is a cautious, yet brave warrior of the Autobots. He is the symbol of friendship with mankind because of his bond with his human, Sam Witwicky. His feelings are sometimes hurt very quickly if put down or harassed. He is loyal to Optimus Prime and Sam. His original vehicle form was a 1976 Chevy Camaro, but upgrades it to a 2009 version. Motto: "The least likely can be the most dangerous."

4 hours ago · Comment · Like · Take This Quiz

Facebook News Feed showing posts from friends and a promotion for Dell Outlet.

Dell Outlet: 25% off any Dell Outlet laptop...  
Dell Outlet: 20% off any Dell Outlet Studio 17... 1717 priced at above \$599

Facebook Group page for 'Sukita Rastogi' with member list and group details.

Members: 11

Members: Gaurav, Anshu, Anshu, Anshu, Anshu, Anshu, Anshu, Anshu, Anshu, Anshu, Anshu

Facebook Event page for 'Headstart Summer 2009' with details on date, location, and description.

Headstart Summer 2009  
Saturday, June 20, 2009  
Mumbai, India

Description: Annual conference for entrepreneurs and startups, new product companies, investors, industry early adopters and professionals.





- Aaah... Twitter..
- The **most famous** social media platform today (thanks to @shashitharoor, @srbacchan, @sachin\_rtand others)
- Yet, the **least understood** social media platform
- What do you do on Twitter? “With” Twitter?
- Why do I want to tell the world that I am eating a burger right now? Or read about someone else eating one??



- So what IS Twitter, and what do you do with it??
- Meant for sharing what is going on 'Right Now'
- Extremely Viral in nature
- Status updates
- @Replies
- Direct Messages
- Retweets
- Hashtags



- Twitter Search
- Trending topics
- Ability to find prospective customers / leads
- Hashtag based newsjacking
- A backchannel for your event / seminar / lecture
- Create offline engagement through tweetups



twitter

Results for "mutual funds" near:"Mum..." Save Top / All

India EquityResearch follows Fund Watch iPhone @FundWatchApp - 21h Mutual Funds hold shares worth over Rs 3.4 lakh crore j.mp/1ImXOVh #investing

Fund Watch iPhone @FundWatchApp - Feb 6 Mutual Funds: Retail Investors Asset Base Up 32% in 9 Months j.mp/1xwAYG7 #investing

Virginia Sharma and 102 others follow Nabomita I ♥ gifts @nabomita\_smiles - Nov 7 Judges grilling the contestants on 'Stock Pitch' Mr. R Srinivasan ! Head Equity , SBI Mutual Funds #synergy14



Expand

M. Lakshminath @Mocherlal - Oct 26 DLF ban: Mutual Funds say Sebi should not enforce all its rules on them@SEBI lost head after Sahara imbroglio, Wakeup bit.ly/1zuT6He

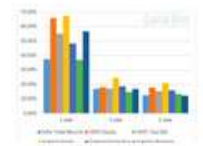
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zahid patka @zahidpatka - Sep 10 Mutual funds create history in August, invest more money than FIs economictimes.indiatimes.com/markets/stocks... TRUST MODIJI CONFIDENCE IN INDIA ECONOMY RISING

Mayank Dayal and 4 others follow Utsav Chaudhuri @utsavchaudhuri - Aug 24 @FundsIndia Interesting arguments in favour of actively invested funds capitalmind.in/2014/08/in-ind... @monikahalan @NagpalManoj @etwealth

Capital Mind In India, Mutual Funds Have Beaten the Nifty (No Survivor Bias... In the west, it's common to take ETFs and say that they have beaten managed funds by a wide margin because markets are efficient and fund managers eat too much and yada,yada,yada. This is [...]



View on web Expand

India EquityResearch follows Fund Watch iPhone @FundWatchApp - Jul 25 Gujarat investors love equity funds, Delhiites fancy debt j.mp/1nmYAfO #investing





- Professional Network
- Complete Profile
- Recommendations (giving and getting)
- Dynamic Profile
- Applications (Blog, Presentations, Videos, Events, Books)
- Status Updates



- Groups
- Building a reputation by participating in discussions
- LinkedIn Publishing (like blogs)
- Company Pages
- Searches
- Pro Accounts
- Targeted Ads
- Forwarding Profiles / Suggesting people

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**Binod Tulshyan**  
Professional  
Top Contributor

can any one help me in investing. i want to save money but the returns that i get after tax is not great in fixed deposit.what are my other options if i want to get a return of 9%

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**Comments**

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**Ruby Jacob** at  
Ruby

Yeah, you're right.. FDs are not tax-efficient. To meet your long term goals, savings need to converted to investments. So some portion of your monthly surplus must go into equity mutual funds. To invest for goals that are between 3-5 years away you can choose balanced mutual funds. For goals closer than that just stick to FD/RD or if it is big deposit then debt mutual fund. But before you start investments keep aside money for about 6 months' expenses in a savings account for using in emergency situations, else you might end up disturbing your long term investments.

Like • Flag as inappropriate • May 21, 2013

**Arghyatosh Sinha**  
Senior Associate at Cognizant Technology Solutions

For long term, PPF is also a very good n safe options. The best part is that the return is tax free.

Arghyatosh Like • Flag as inappropriate • May 23, 2013

**Binod Tulshyan**  
Professional  
Top Contributor

Binod Lock in period is too long...practically illiquid for 15 years

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**Anand Vijayakumar, PMP**  
Assistant Director - Project Manager at Moody's Analytics

Binod - Are you looking for just investment options or Tax Savings as well?

Anand If you are looking for Investment as well as Tax Savings - This article will be very useful for you. It lists down the best possible investment options that give you good tax benefits depending on

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**Harsh Sharma** 2nd

Independent Financial Advisor (IFA) / Independent Technical Analyst

Mumbai Area, India | Financial Services

Current Self Employed  
 Previous AMSEC (formerly Asian Markets Securities), Business Leader  
 International Holdings Inc., SG Capital  
 Education Aston University

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**Background**

**Experience**

**Independent Financial Advisor (IFA) / Independent Technical Analyst**  
Self Employed  
February 2012 – Present (3 years 1 month) | Mumbai Area, India

Independent Financial Advisor (IFA)

- Research the marketplace and provide clients' with information on new and existing financial products (equity, mutual funds, fixed deposits, etc.) as well as legislative changes that might affect their savings and investments.
- Provide unbiased advice to clients on drafting their personal financial plans and assist them in making informed financial decisions.
- Formulate and execute customized asset allocation strategies after conducting an in-depth review of the clients' financial resources and risk profile in order to meet short- and long-term financial goals.
- Conduct comprehensive client portfolio reviews (quarterly & annually) to re-evaluate objectives and projected portfolio performance.
- Empanelled as a Mutual Fund Distributor with HDFC MF, ICICI Prudential MF, Reliance MF, Birla Sun



**Paritosh Sharma**

Customer Retention @ Jabong.com + Investor @Kesariya.me

2,539 followers

Following

Posts (32)

Recent Activity

AARRR Metrics Funnel Diagram



**This is your Director of Customer Experience**

February 4, 2015

246 4 4

**The Future of Banking/ Investments**



**What every Bank/ Broker must do Now?!**

January 26, 2015

79 2

**How DaveMcclure's Pirate Metrics & NFC will...**

January 9, 2015

71 1



**truecaller & the case for**



**The food startup which**



**Agenda: Disrupt Banking**



- Video, easiest form of media to consume
- Can be embedded into blogs / websites
- Ability to create channels for your brand / around your interest
- Deeplinking into videos (linking to a specific point within a video)
- Adding links within Videos
- Some of the biggest viral phenomenon on the web have been videos



### Financial Planning in India by Financial Planner Raag Vamdatt

by Raag Vamdatt

4 years ago • 15,270 views

<http://www.raagvamdatt.com/myfinancialplan/> Financial planning service provided by Raag Vamdatt, a Pune (India) based ...

HD



### Indian context of financial planning

by Ankur Kapur

1 year ago • 479 views

Wealthkunji.com brings you this video to develop an understanding of financial planning in Indian content.

HD



### Financial Planning 101 Introduction | Financial Management | Personal Finance Money Management

by Small Business Works

5 years ago • 139,585 views

How do you make your life better? get more control? protect your family? Create a personal financial plan. Start here! We all want ...



### How A Salaried Couple Achieved Their Dreams

by iTrustMoneyCast

4 years ago • 2,193 views

Like buying a house, regular vacations, children's education, marriage etc.



### Financial Planning for beginners

by Bloomberg TV India

3 years ago • 3,299 views

The Financial Planner addresses viewer queries on the show.



# Some quick tips for success

- Start small, experiment, get comfortable, then do more
- Start with a good profile on at least LinkedIn and Facebook
- WhatsApp is a great option as well
- Start connecting to existing clients on these platforms
- Curate good content from interesting sources – not just about mutual funds that you distribute, but general investment related content
- Start sharing these on your social media profiles
- Be selective about what you are sharing – ensure that it is really interesting and relevant for your audience

# Then when you want to do more..

- Share relevant, specific content for your mutual funds
- Maintain your client portfolios in a portfolio management software, and periodically share reports / graphs / charts
- Participate in discussions on LinkedIn and add value there
- Create your own content in some specific niche – can be text and / or video based; put it on LinkedIn, Facebook, YouTube
- For any specific event, e.g. budget or interest rate change etc., give your perspective on how it will impact investments
- Create a group on LinkedIn / Facebook / WhatsApp of your clients, and have discussions with them



*Social Media offers you a good and convenient means to engage your clients – focused effort will enable you to exploit the medium effectively!*

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**Sanjay Mehta**

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