



In order to thrive in a competitive market, it's imperative to be cognizant of how the digital world plays a part in attracting business. In fact, **43% of consumers** increased their social media use to discover new products in the last year. So, what are the key factors that lead consumers to click and discover these products? Below are two out of ten tips in this series to help strengthen your online presence.

### 3. Understanding Your Target Customers

To be able to reach your target audience effectively, it's important to know how to appeal to them. This can be achieved by using a tool known as social listening. Data and information can be obtained by looking at the trends, topics, and events they follow and are interested in. You may also learn about what they're struggling with, which can help you create content addressing those pain points.

### 4. Provide Responsive Customer Service

How many times have you called a business where they put you on hold for 20 minutes only either to put you through to an automated system or not help you at all? Social media can help alleviate this symptom because

# 10 WAYS TO BOOST YOUR BUSINESS WITH SOCIAL MEDIA (PART TWO)

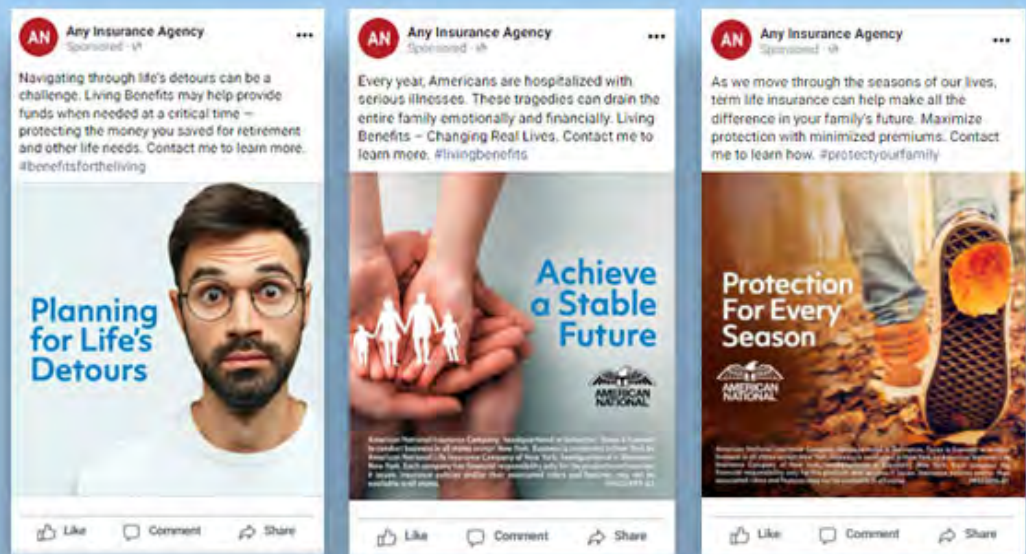
it allows for immediate interaction and customer feedback. The challenge remains to invest in strong customer service but because communication through social media is instantaneous it can help mitigate issues that customers may happen upon in a timely manner.

Recently, American National designed and launched three new ads to be used on platforms such as Facebook, Twitter, and LinkedIn.

This content can be used to:

- Garner attention from an existing following using general life insurance ads
- Display the American National brand and complementary text using preapproved branded ads
- Inform viewers of features such as our Accelerated Benefit Riders on established platforms such as Facebook, Twitter, and LinkedIn

**Use the Quick Start Guide to begin!**



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