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## Media Release

### Advisers Should Not Dismiss the Power of Twitter

**Tuesday June 26, 2012.** In his recent Blog that was posted on the American Financial Planning Association's website, Mr. Claudio O. Pannunzio President and Founder of US based i-Impact Group said that despite the fact that marketers around the world are increasingly leveraging the capabilities of Twitter, a significant number of financial advisers (including Australians) remain sceptical towards this social media platform.

"When my financial adviser clients in the USA and Europe tell me that they do not regard Twitter as a viable tool to attract new clients, I encourage them to learn more about its ascending popularity among marketers. These professionals consistently use Twitter to: reach out their key audiences, engage them and build credibility and consensus by sharing content and insights, and ultimately create a following of "brand evangelists" who enthusiastically promote brands they fancy," said Pannunzio.

Pannunzio has studied in depth the challenges that financial advisers are addressing from Australia to Europe – and in his workshops and industry / conference presentations encourage advisers (irrespective of nationality) to establish a presence on Twitter as it will achieve three key goals:

1. Increase client communication (with a tool more efficient than a phone call or email) for frequent and concise exchange of information
2. Position the adviser as an expert source and a thought leader. As "followers" recognize and value an adviser's expertise and by re-tweeting the content, they become brand evangelists
3. Attract attention to the adviser's core messages, capabilities and expertise by driving traffic to the practice Website, blog, Facebook and LinkedIn pages.

Pannunzio added, "It's important that advisers begin by creating a complete bio that clearly describes them and their marketplace expertise."

"Use wisely the 140 characters you're allowed to explicitly articulate how you can help your clients and prospects address their issues and needs. For more effective brand recognition, set a custom background for your Twitter page that features your logo, Website, contacts and social media identities."

The most viable strategy to have other people follow an adviser is by following *them*. Study their enquiries / postings and offer constructive comments.

"Find out which of your clients and sources of referrals are Twitter users, follow them and also encourage them to follow you," said Pannunzio.

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“Provide feedback to their postings, encouraging them to share your comments, insights and ideas with their network of followers. This will in turn enable you to attain two important results: a) extend your prospects outreach; and b) increase the number of people who will ‘re-tweet’ your content.”

An adviser’s goal should be straightforward and that is to be recognized as a trusted expert source providing engaging, useful and relevant information. Create concise content – ideally less than 115 characters – so that posts can easily be re-tweeted and the adviser’s Twitter identity will remain visible to other readers.

Pannunzio continued, “Study your audiences to attain an understanding of the financial issues they face and what type of information they seek to address such problems and craft your input accordingly.”

“In addition to posting your own content, share news and information from media and bloggers that your audience may find valuable”.

The secret to social media success is enduring engagement. Advisers should Tweet at least twice a day and preferably at the same time so that followers will look to receiving the posts.

Pannunzio also stressed that advisers must focus on quality not quantity and need to ensure that Tweets are relevant by following reporters who cover both breaking and industry news, paying attention to their content and style.

Most importantly: *Be Social!* Aside from financial topics, share personal content such as hobbies, interests and community involvements. This helps establish a more personal bond with followers.

Before undertaking a Twitter campaign, advisers first need to create a list of people and companies they would like to follow. Then set a weekly/monthly target for how many followers they would like add.

Pannunzio concluded, “Once you engage, make sure to set a daily window of time (15-20 minutes) to tweet and respond. Don’t forget that Twitter is a core component of your marketing mix and brand building effort.”

“Consequently, make sure that your Twitter identity, (as well as LinkedIn and Facebook) is prominently displayed on your Website, email signature, collateral material and business cards.”

*Claudio O. Pannunzio will be providing an extensive insight into the importance of social media at the American Financial Planning Association’s National Conference. San Antonio, Texas will be the host city for the 2012 Annual Conference that will commence of September 29.*

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**Issued by Joe Perri & Associates Pty Ltd**

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