



Get social media working harder for your business, with our new guide

Business is all about making connections and communicating with customers. And social media - like Facebook and LinkedIn - is a powerful tool for building and managing relationships. As a broker today, you really have to get social.

Unless you have hours to spend doing research, the social media landscape can seem overwhelming. With multiple platforms and a whole range of metrics to consider, managing your social media activity can feel like a full-time job.

We're always looking at ways to help brokers like you work smarter. And we've just put together a guide to help you get the most out of social media in 2023.

Our Lending Lowdown Guide covers:

- Profiles of leading platforms like LinkedIn, Facebook and Instagram
- How to understand and work with key metrics, like reach and engagement
- How brokers report winning new clients easily through social media

If you're a beginner, our tips could help you plan a simple and effective campaign for 2023. And even if you're a seasoned pro in the world of social media, you could learn something new and useful from our guide.

Read the full guide here: https://themortgagelender.com/content-hub/broker-guidance/the-broker-s-guide-to-social-media-in-2023?utm_source=Weekly+content&utm_medium=Social+Media+Guide&utm_campaign=Lending+Lowdown&utm_id=National+Accounts