

## Tool Spotlight: Content Marketing Platforms

Social Selling for Financial Professionals

Managing your social media presence need not be time consuming. There are several content marketing platforms that can help you schedule content in advance, monitor conversations, and measure the effectiveness of your content. Not only does this save you time and effort, but it also makes you appear active to your connections, helping you stay top of mind. Below are a few popular content marketing platforms.



### Hootsuite.com

Hootsuite allows you to manage all your social media network feeds in a single dashboard. You can schedule posts to publish at specific times, respond to and engage with your connections, and set up feeds to monitor specific keywords. Some features require a paid subscription.



### Bufferapp.com

Buffer can help you prepare your content marketing calendar by enabling you to schedule posts on Facebook, LinkedIn, Google+, and Twitter. The site also offers content suggestions to help you stay active and post content regularly. Some features require a paid subscription.



### Bitly.com

Bitly is a hyperlink shortening and measuring tool that tracks how often people click on your hyperlinks. By measuring how much your content is reviewed by way of clicks, you can understand the types of content that appeal to your audience. You can sign up for a free Bitly account and manage multiple links. This helps you segment content into topics or campaigns.

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To learn more about how you can use social selling to grow your business, call your consultative wholesaler at (800) 722-2333 or visit [SocialSelling.PacificLife.com](http://SocialSelling.PacificLife.com).

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