



Chat Summary and FAQs

Did You Know Webinar: March 2025

Ideas shared by webinar attendees:

What are some takeaways you used from the video workshop last month?

- We started an employee spotlight series, and our clients love seeing our faces!
- We've created a few videos on topics such as a firm introduction, who we are, example meetings and fees, and quarterly insights/blogs (trends, market changes, new developments for the audience, timely events, complex topics simplified).

How have you repurposed content in the library to make it your own? What pieces did you use?

- We use women and investing series to highlight our local presence in the local Chamber's Women's Group
- I turn blogs into video scripts
- I turned my speech into an article and blog post
- I have begun repurposing blog posts on infographics
- I take the FMG tax brackets and turn them into an infographic
- I turn our podcast into a blog, reels, and quote cards
- We use pre-approved emails, and our advisors make a video and add it to the top of the email
- We took a podcast episode, turned it into a blog, and then into social media posts

- We recently got started with an Instagram page, and we are able to turn FMG blog posts into a visually appealing blog series on our community platform
- We used FMG scripts and put them into AI to make them longer and more informative

Which AI tools do you use?

- Chat GPT
- Perplexity.ai
- Oracle
- Grok

Q&A

If you have different groups of clients, how do you know what content to send to each segment?

Here's a helpful article with more information: [How Financial Advisors Can Segment Their Email Lists](#)

Do you think posting more than three times a week on LinkedIn is too much?

No, however, we don't suggest posting more than 1 post a day or less than 1 post per week. General posting best practices are 2-4 posts a week. Doing so helps you stay relevant without overwhelming your audience. Keep in mind that quality over quantity always wins on LinkedIn.

Is it possible to use the FMG content on Instagram?

Yes, FMG has the capability to post on Instagram. Always check with your compliance to see if Instagram is an approved platform. [FMG Instagram Integration Guide](#)

Does my firm allow me to use Instagram for marketing?

Please check with your firm's compliance team.

Have you seen a difference in engagement with graphics that are dark-colored backgrounds versus neutral-colored backgrounds?

The impact of background color on engagement can vary depending on the platform and audience, but there are some general observations:

1. Dark-colored backgrounds can create a striking and bold impression, often making text and images pop, which can capture attention quickly. They can convey a sense of sophistication and modernity. However, they might not always suit all types of content or audiences, as they can sometimes be perceived as more formal or intense.
2. Neutral-colored backgrounds are more versatile and can appeal to a broader audience. They often provide a clean and professional look suitable for various types of content. Neutral backgrounds can make the content feel more approachable and are less likely to distract from the main message.

Ultimately, the effectiveness of either choice depends on your brand's identity, the message you're conveying, and your audience's preferences. It's a good idea to experiment with both styles and analyze engagement metrics to determine what resonates best with your audience. A/B testing can be particularly useful in this regard.

What if you use Do It For Me, and there is a nearby advisor, too? Wouldn't the content show up the same as yours?

FMG offers both foundational and optional posts as part of our Do It For Me marketing service, giving advisors room to build a unique strategy.

Personalized content—like photos or tailored captions—tends to drive the

most engagement, so even similar posts can look different across feeds. While some advisors follow each other, most clients don't follow multiple advisors, so content overlap hasn't been a common issue.

Links FMG Shared During the Webinar:

- How to articles:
 - [FMG Knowledge Base](#) - Main page
 - [Knowledge Base - How to create posts in Canva](#)
 - [Video - How to Set up LinkedIn Events Page](#)
 - [Blog: How to Market Tax Services on Your Website](#)
 - [Blog - How to Get Comments on Your Social Media Posts](#)
- FMG YouTube:
 - [FMG's 'Did You Know?' Webinar Playlist on YouTube](#)
 - [February 'Did You Know?' Video](#)
- Do It For Me Special Content Giveaway:
 - March/April 2025 [Financial Wellness Giveaway Resources](#)
- FMG Marketing Calendar:
 - [March 10-Minute Marketing Calendar](#)
 - [April 10-Minute Marketing Calendar](#)
- FMG's mobile app
 - Download here: [Apple](#) or [Google](#)
 - [More information](#)
- MyRepChat (Compliant Texting Tool)
 - [Here's more information](#)
- If you would like to learn the basics of your tools:
[Schedule a meeting with our service team](#)
- Following FMG on LinkedIn:
 - [FMG LinkedIn](#)
 - [Elise's LinkedIn](#)