

LIFE CHANGER™

DIGITAL SECRETS:

Your Guide to Win on Social Media



Strictly Confidential

Allianz 

Allianz PNB Life Insurance, Inc.

OVERVIEW

CONTENT

EFFECTIVITY

Providing good content is one of the most important things you can do to attract clients and create interest in insurance. It is the cornerstone of a productive online relationship between a Life Changer™ like you and your audience.

Choosing the Right Platform

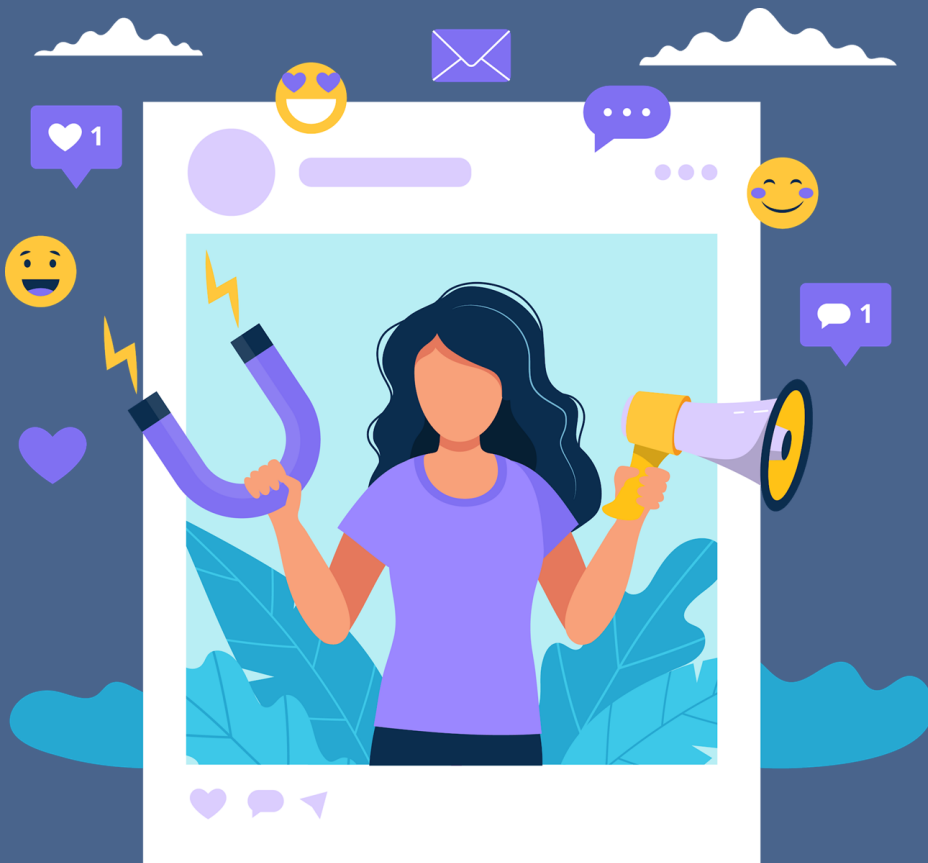
The right social media channel will dictate what type of content you need to create. It will also help you target the audience you want to engage with.

Applying the Right Strategy

Identifying your goals, researching your audience, and planning your content are all part of an excellent social media strategy.

Measuring the Results

Metrics are essential in measuring how successful your content and social media strategy is. Learning about your content performance will help you respond accordingly to your audience and improve your relationship with them.



OVERVIEW

CONTENT

EFFECTIVITY

We've provided you with different guidelines when it comes to content effectiveness in this toolkit.

Posting Tips

Guidelines on the different social media specifications and how to post them online.

Boosting Tips

How to use paid ads and generate leads to your content.

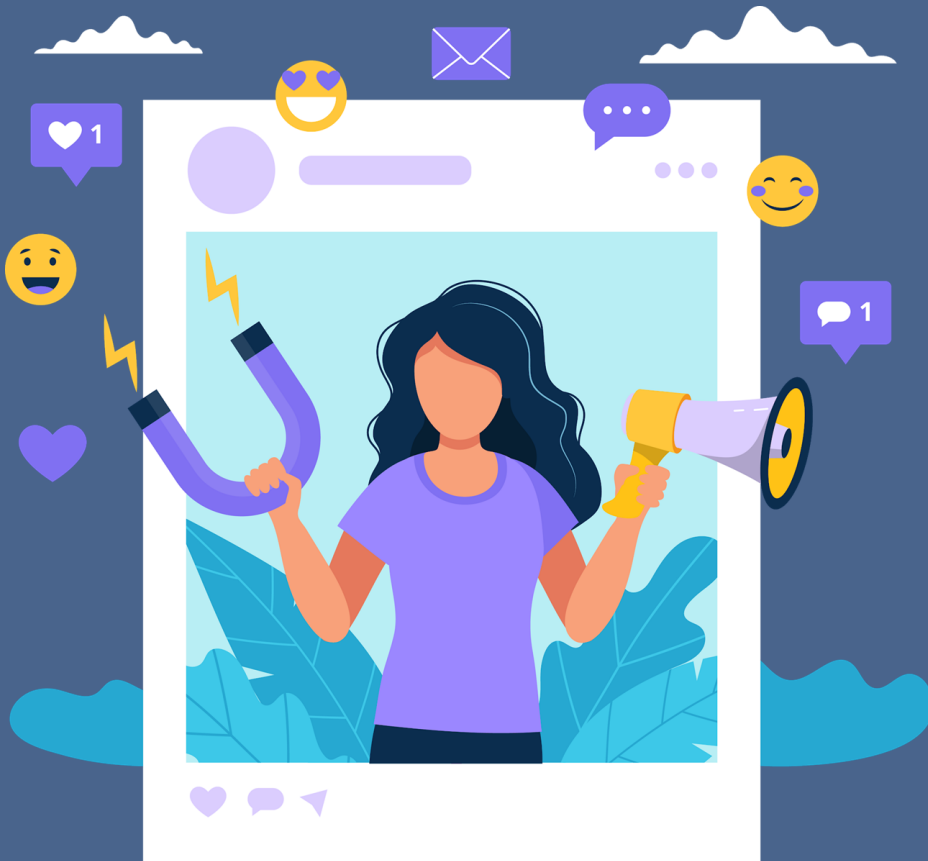
Content Strategy

Tips on how to plan, categorize and schedule your content to reach your desired objectives.

Social Media Analytics

Guide on how to measure the results of your content and how to engage effectively with your audience.

We hope Phase 3 helps you create cut-through content that will engage your audience and transform them into a loyal community!





07 CONTENT DEVELOPMENT

- The Role of Social Media
- Publishing Guidelines
- How to Post A Photo
- How to Post A Video
- How to Post An Album
- How to Go Live
- Sharing 3rd Party Posts
- Grammarly
- How to Run Ads on Facebook
- How Allianz Wants to Be Perceived
- Content Strategy



CONTENT DEVELOPMENT: ROLE OF SOCIAL MEDIA

Social media platforms help you connect with your target audience, grow your network, increase awareness about the company, and create meaningful connections with your clients.



ROLE OF SOCIAL MEDIA FOR LIFE CHANGERS™



1. Social media helps you reach a larger audience.
1. It helps cultivate brand loyalty while serving as a channel to address client concerns.
1. It builds engaging conversations with your prospects and clients.
1. It amplifies the brand promise of being a trusted companion for your clients throughout their lives.



We will be focusing on Facebook, Instagram, LinkedIn and Twitter because they are currently the main social media platforms in the Philippines.



ROLE OF SOCIAL MEDIA FOR LIFE CHANGERS™

Social media helps you reach a larger audience. It helps cultivate brand loyalty while serving as a channel to address client concerns. Here's a summary on the purpose and key performance indicators of these social media channels.



Used to create positive engagement with the audience through proactive conversations.

KPI: Likes, # of followers, & engagement



Used for publishing interesting lifestyle photos that develop appeal.

KPI: Hearts (likes) & comments

Note: More information on content guidelines and privacy can be found on Phase 1 of this Digital Toolkit.



Used for prospecting, marketing, and establishing yourself as a financial expert.

KPI: # of followers, reach & engagement

Note: More information on content guidelines and privacy can be found on Phase 1 of this Digital Toolkit.



Used for quick broadcast, client interaction, and trending

KPI: # of followers, reach & retweets.

! More information about the different roles of social media can be found on the Phase 1 of this Digital Toolkit.

CONTENT DEVELOPMENT: PUBLISHING GUIDELINES

The posts you publish must follow the brand guidelines (Phase 2) and the specifications provided by the social media platforms you have chosen.



CONTENT PUBLISHING GUIDE

Publishing means the **posting of content for public consumption**. Each post that is published must follow the Allianz Social Media Toolkit by accurately following the Brand Guidelines and Rules on Engagement.


1. Caption:

- Keep it short up to 2-3 lines.
- Always have a clear call-to-action.
- URLs must be shortened (bitly.com tracks information specific to your link.)

2. All content **MUST** be posted with Visuals.

- We can post images, GIFs, Photo Albums, Videos, Link posts (from website), and Shared content.

1

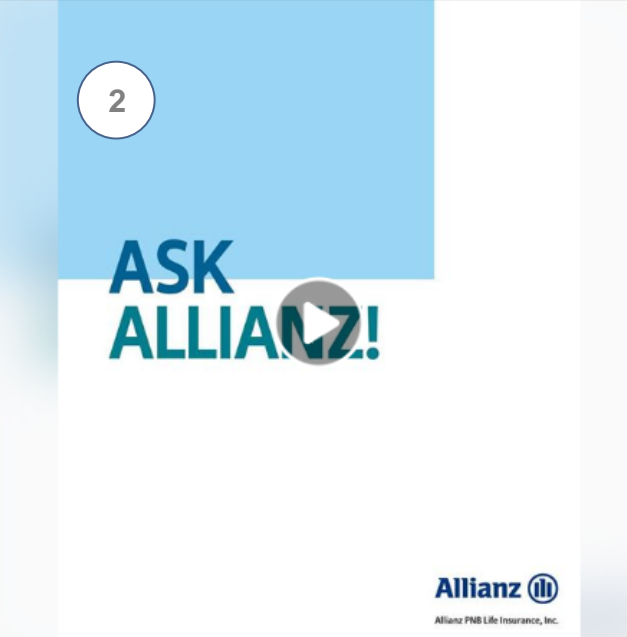
 **Allianz PNB Life (PH)**
 Published by Regina Vanette Mendoza [?] · May 8 at 6:00 PM · 🌐

Someone sent this important question, and we're more than happy to answer! 😊 Remember to study your options in order to get the best health protection you need during these times.
 For more information about #AllianzWell, click here: bit.ly/AZWell

Note: The additional benefits provided are for existing insured members of Allianz Well! only as of March 13, 2020. For further clarity on the coverage of your Allianz plans, please contact your Life Changer.

#WeAreWithYou
 #CourageOverCOVID
 #AllianzPNBLife

2



Ask Allianz About Your Coverage 🙌

3. Always share content from **Allianz brand pages and websites**.

4. If you plan on creating your content, this must be approved by the **Market Management** team.

5. Always make sure to **check sources of materials** to be used. Attributing the information or giving credit to the original owner is **necessary to avoid copyright infringement issues**.



6. Always remember to add the **necessary disclaimers** on the Rules on Engagement section of this guide.



CONTENT DEVELOPMENT:
HOW TO POST A PHOTO



PHOTO LAYOUTS: Single Layout

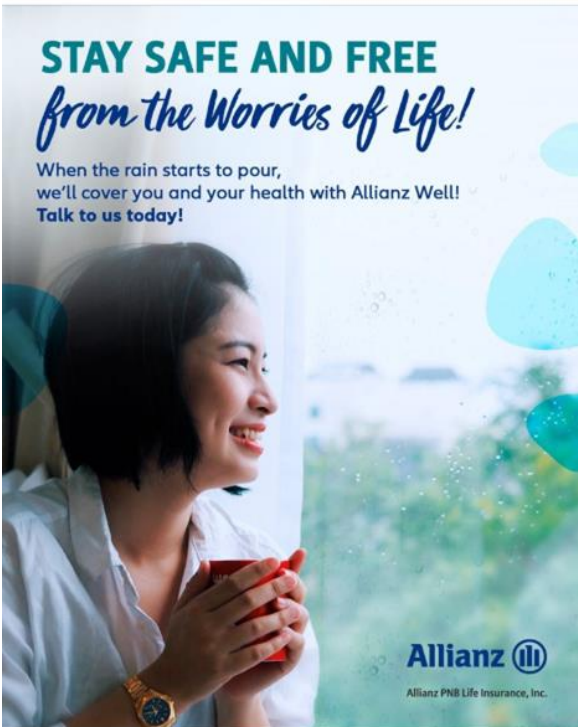
 **Allianz PNB Life (PH)**  Published by Regina Vanette Mendoza [?] · July 21 · 




Now that it's raining more than ever, know that #WeAreWithYou to make your future braver! 😊

We protect you from the unexpected storms & challenges of today, so you can move forward to a better tomorrow. Coughs and colds are common this season, so make sure you are protected with a health solution like #AllianzWell!

Click here bit.ly/AZWell to learn more. Don't forget to stay indoors and stay safe! ❤️ #AllianzPNBLife #ExploreWithUs #CourageOverCOVID

Follow us on our other social media channels:
Twitter: @azphofficial
Instagram: @allianzpnblifeofficial



 **Allianz PNB Life (PH)**  Published by Raph Boncai [?] · April 27 · 

In this time of crisis, stressing about your premium due should be the least of your worries. You may now rest easy, and focus on your health and that of your loved ones knowing that we are expanding the coverage of the extended grace period to policies with due date until May 15, 2020.

You may still opt to pay through our mobile and internet banking services. To know more, visit <https://bit.ly/AZPHPaymentFacilities>

#CourageOverCOVID #WeAreWithYou #AllianzPNBLife

1. **Single Photo Layout** works best when you want to highlight one idea in your post. Use photos that will attract users scrolling through their feed.
2. You can always add additional details to your caption for better communication with your audience.

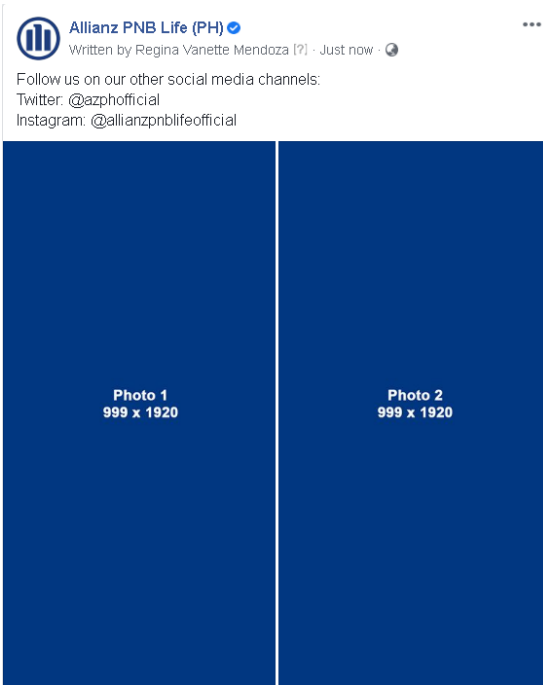
SPECIFICATIONS:

- Resolution: 1080 x 1350 or 2048 x 2048
- Aspect ratio : 4:3 or 1:1
- Format: JPG / PNG



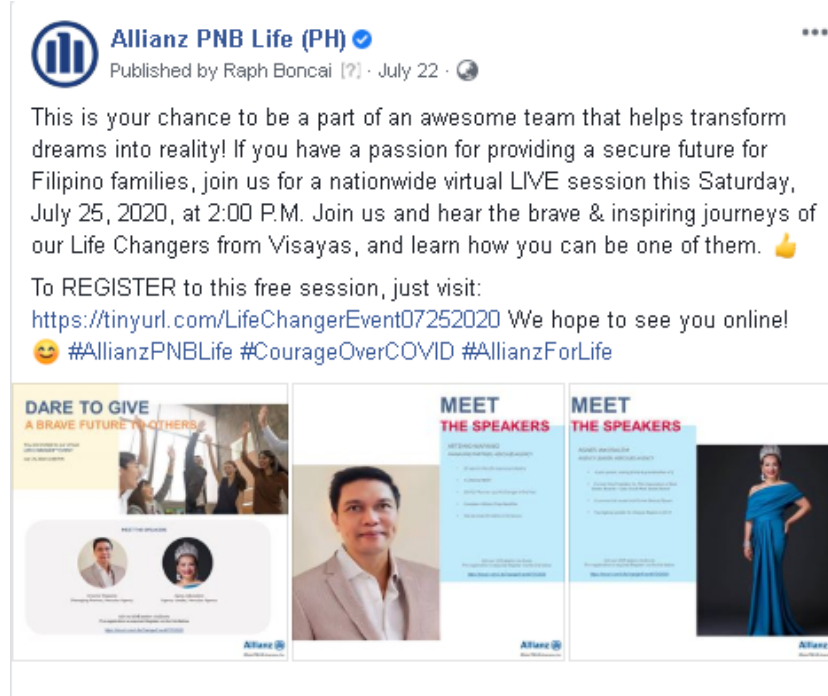
PHOTO LAYOUTS: Multi-Photo Layouts

If your content is communicating more than one idea, you can publish it by using multiple photo layouts. Here are different formats that you can follow.



2 PHOTO:

- Resolution: 999 x 1920
- Aspect ratio : 9:16
- Format: JPG / PNG
- Best for Compare/Contrast, Before/After, Cause/Effect mindset



3 PHOTO:

- Resolution: 2048 x 2048
- Aspect ratio : 1:1
- Format: JPG / PNG
- Best for Feature Posts that have equal importance

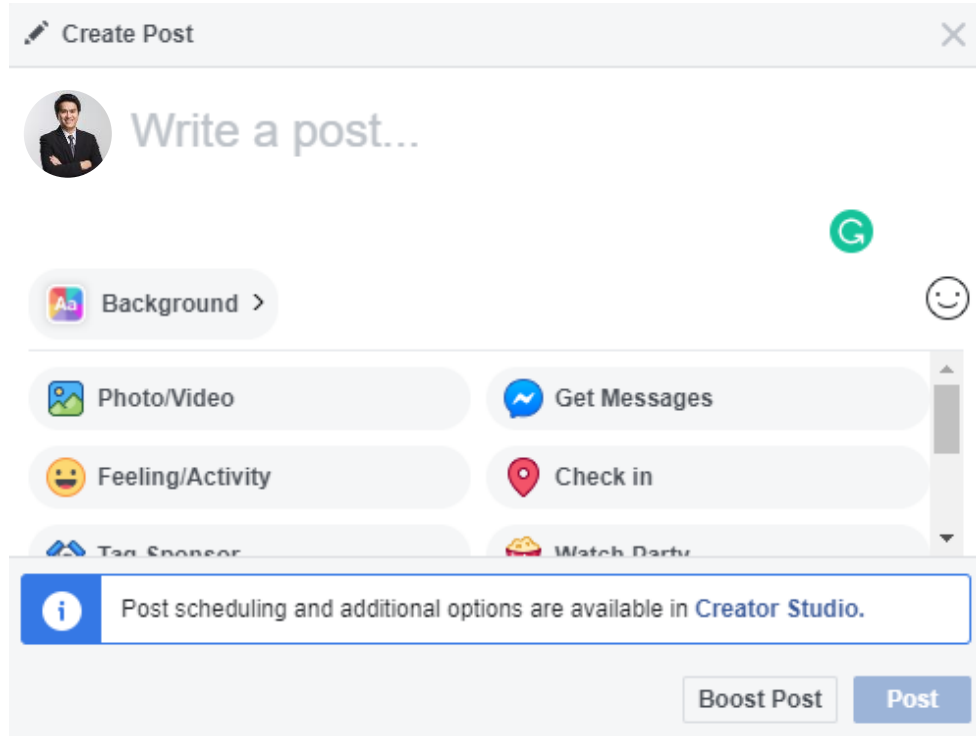


MULTI-PHOTO:

- Banner: 999 x 1500 (9:16 / 16:9)
- Additional Photos: 2048 x 2048 (1:1)
- All photos **except the banner** must be the same size / aspect ratio
- Best for: step-by-step, did you know content



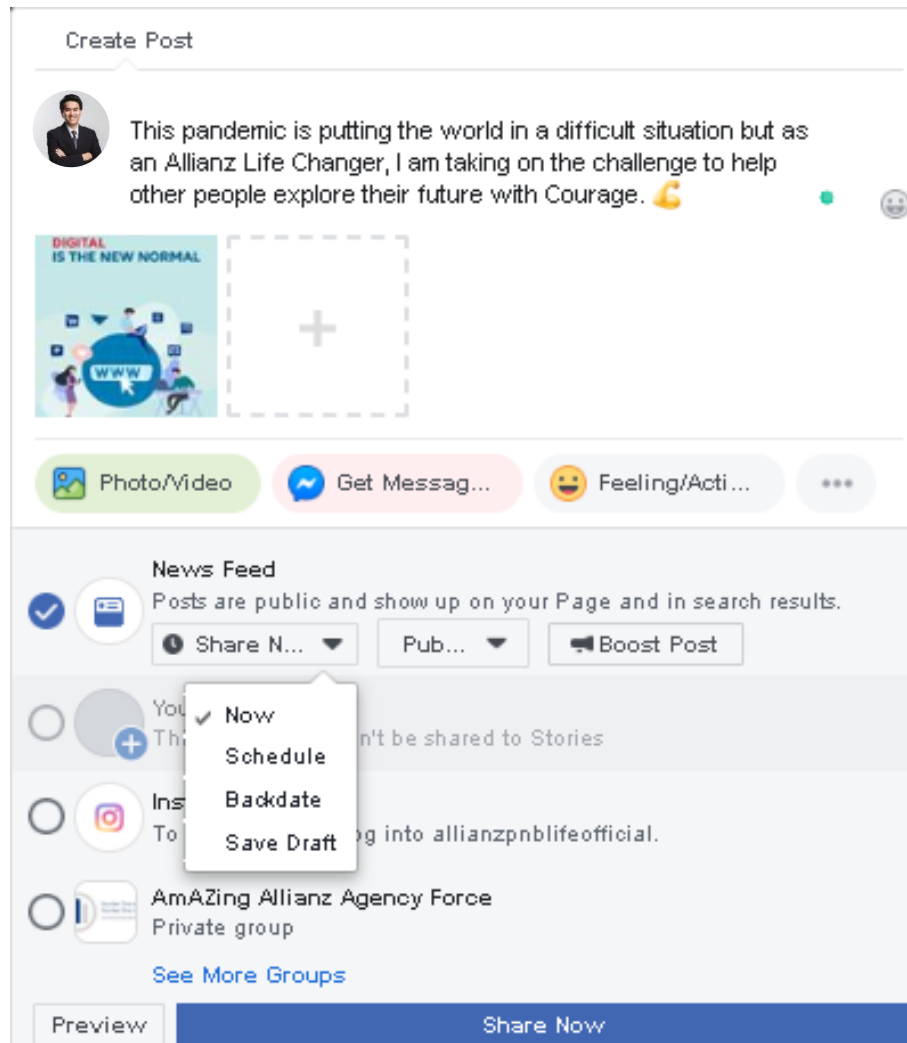
HOW TO POST A PHOTO ON FACEBOOK



1. Go to your page to access the Post Window.
2. Use the textbox to upload a Photo or Multiple Photos to your page.
1. There are different layouts for Posts that contain Photo/s in it. Choose the best type that will ensure clear communication of your post.
1. Keep it visual and concise. Don't add too much unnecessary text.
2. Make sure that your photos are [boostable](#).
3. Don't forget to follow the brand guidelines when selecting/posting photos.



HOW TO POST A PHOTO ON FACEBOOK

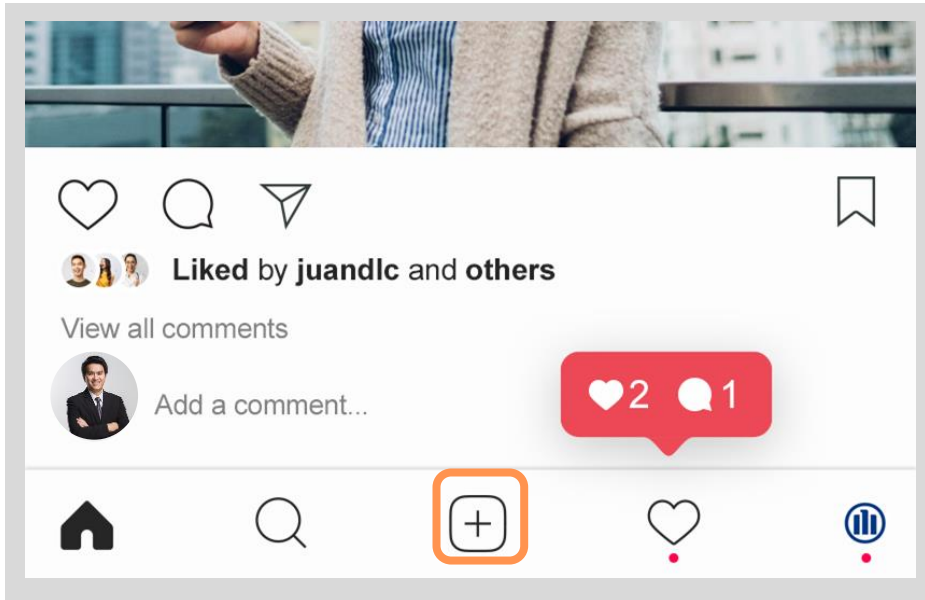






1. You can schedule a post to publish at a certain time and date. Or backdate it.
2. You can also **Save as Draft** if you plan on going back to the post to publish it on another day.



HOW TO POST A PHOTO ON INSTAGRAM

1



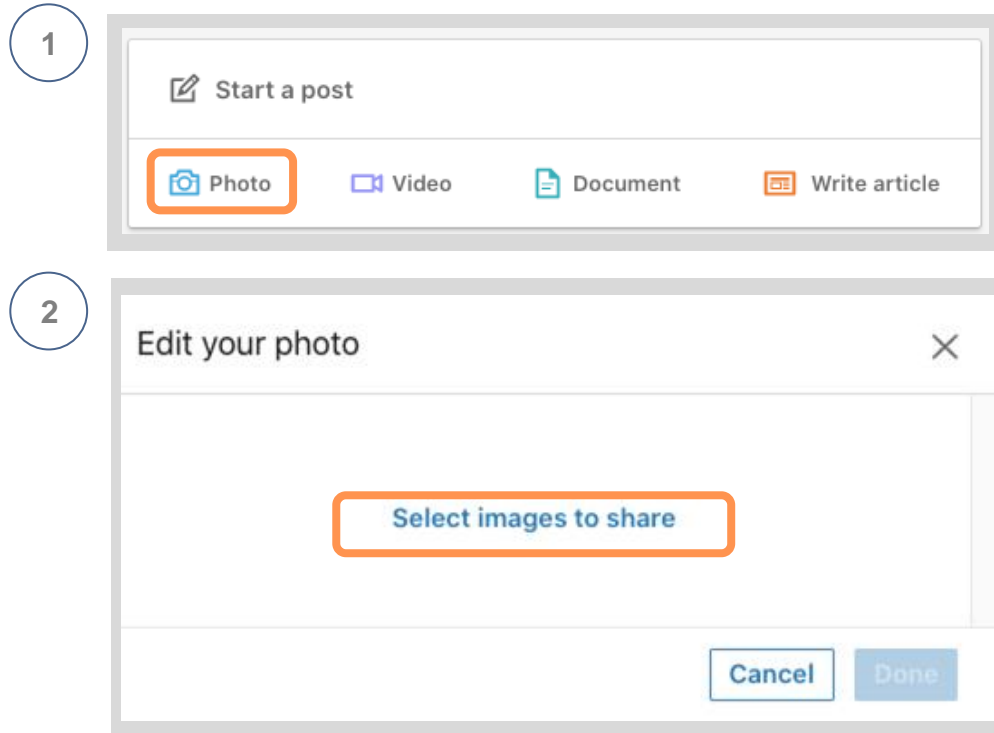
1. To upload a photo or take a new one, first tap  at the bottom of the screen.
2. To upload a photo, tap Library (iOS) or Gallery (Android) at the bottom of the screen and select the photo you'd like to share.
3. To take a new photo, tap **Photo** at the bottom of the screen then tap . Tap  to switch between front or rear-facing cameras and  to adjust flash.
4. Once you've taken or uploaded a photo, you can add effects or filters, a caption, and your location before posting.

Note: You can't take or upload photos from a desktop computer.



HOW TO POST A PHOTO ON LINKEDIN

You can share photos and videos with your network using the share box at the top of the LinkedIn homepage, a Group, or a Page.



On Desktop:

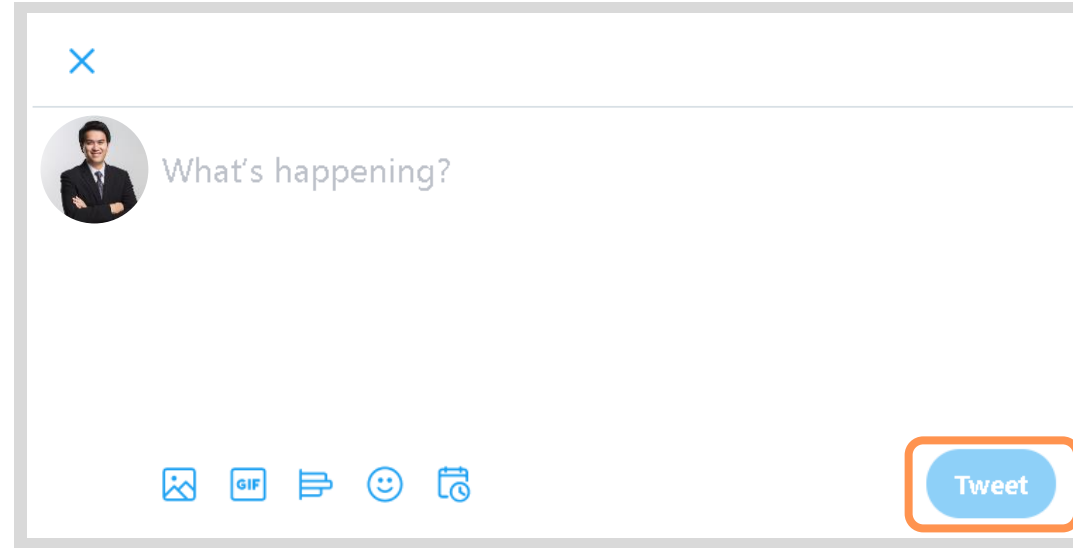
1. Go to Home feed, tap the area that reads “Start a Post” and enter your post text.
2. Select the camera icon to choose up to **nine images** to feature within the update. The size limit for upload is **5 MB**.
3. The image must be at least 552 x 276 pixels. The image frame ratio is from 3:1 to 2:3. If the ratio is larger, the image will be centered and cropped.
4. Uploaded images can't be resized. Small, low-resolution photos may appear in low-quality.

On iOS and Android:

1. Tap **Post** at the bottom of the screen.
2. Tap the Camera icon to capture an image or tap the Image icon to select photos from your phone's gallery (you can select up to nine images).
3. Select who you want to share the post with.
4. Tap **Post**.



HOW TO POST A PHOTO ON TWITTER



1. Type your **tweet** (up to 280 characters) into the compose box at the top of your Home timeline, or click the Tweet button in the navigation bar.
2. You can include up to **4 photos, a GIF, or a video** in your tweet.
3. Click the **Tweet button** to post the Tweet to your profile.



CONTENT DEVELOPMENT:
HOW TO POST A VIDEO



POSTING VIDEOS

The screenshot shows a YouTube video player and its performance metrics. The video is titled "Allianz PNB Life: Ask Allianz About Your Coverage" and has a duration of 0:50. The video content features a woman in a blue shirt with text overlays: "Worried about medical costs if you or my family gets COVID-19. Premiums can reach up to millions. How can Allianz help me?". The video player shows a progress bar at 0:00 and various control icons. To the right, the "Performance for Your Post" section includes the following data:

Metric	Value
Distribution	+0.9x
Minutes Viewed	12,782
1-Minute Video Views	--
10-Second Video Views	12,875
3-Second Video Views	43,261
Average Video Watch Time	0:02
Audience Retention	
Audience and Engagement	

1. Average watch times per video is **3 seconds**. It's essential to place the most important parts of your video within the first 10 seconds.
2. Videos of events and inspiring talks may be posted provided that highlights only are included.
3. If there are dialogues in the video, add **subtitles**.
4. Ensure that you have the correct **thumbnails** set-up for the video. Thumbnails should be boostable if you intend to boost your video.

VIDEO SPECIFICATIONS:

- Resolution: 1080p or less
- Aspect ratio : 9:16 or 16:9
- Max file size: 650 MB
- Format: MP4

VIDEO EDITING SOFTWARE



There is editing software available online for easy cut-to-cut video editing that allows you to create eye-catching videos to entice your potential clients.

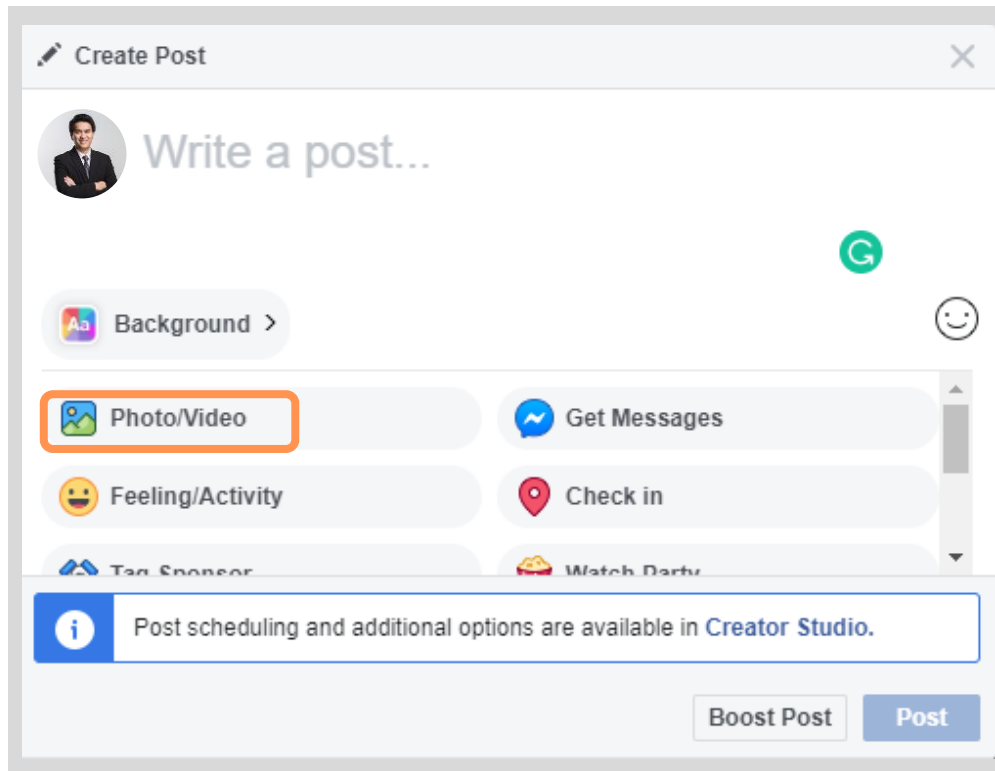
Adobe's Premiere Rush is a handy editing tool that lets you shoot and edit videos in one application.

This is available on your desktop, android, and iPhone mobile devices that allows you to easily produce videos professional-looking videos from whatever device you choose.



HOW TO POST A VIDEO ON FACEBOOK

2







1. Go to your page to access the Post Window.
2. Click and choose to add **Photo/Video**.
3. Select your video file, add in your **Caption** and **Title**.
4. Click **Post**.
5. Your video will be processed and you will be notified if it is fully uploaded.



HOW TO POST A VIDEO ON INSTAGRAM

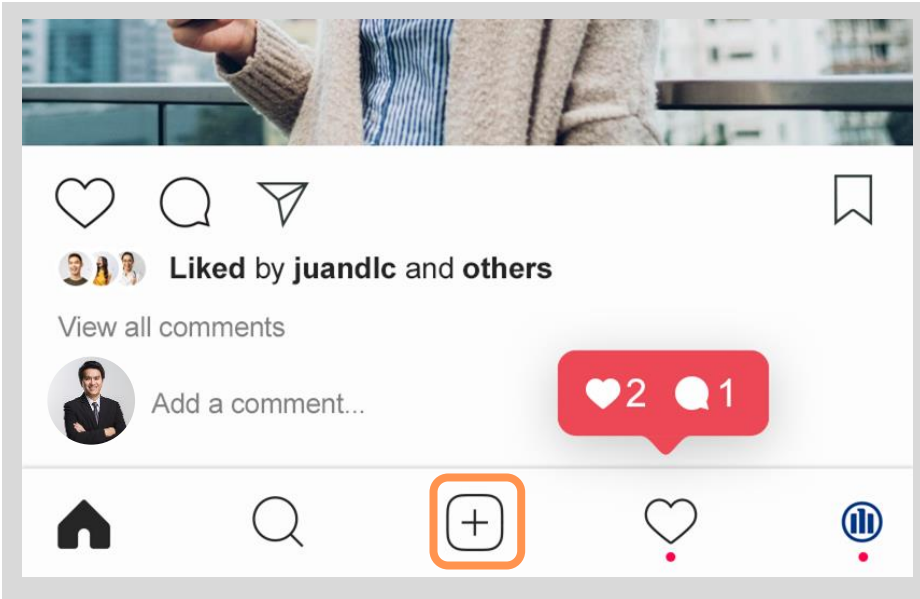
1

To upload a video or record a new one, first tap  at the bottom of the screen:

1. To upload a video from your phone's library, tap **Library** (iPhone) or **Gallery** (Android) at the bottom of the screen and select the video you'd like to share.
2. To record a video, tap **Video** at the bottom of the screen. Tap and hold  to start recording, and lift your finger to stop. You can tap and hold again to record multiple video  clips and tap  to switch between cameras.

Keep in mind that the maximum video length is 60 seconds. Once you've recorded or uploaded a video, you can add a filter, a caption, and your location before sharing.

Note: You can't take or upload videos from a desktop computer.

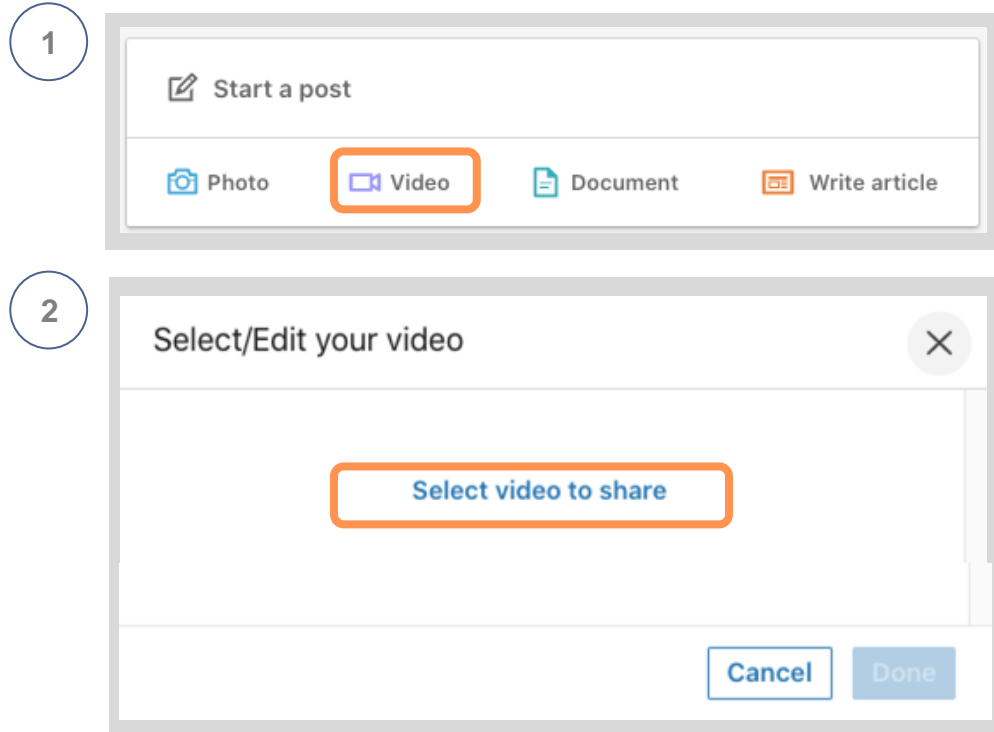


VIDEO SPECIFICATIONS:

Visit [Instagram](#) to know more about recommended video specifications,



HOW TO POST A VIDEO ON LINKEDIN

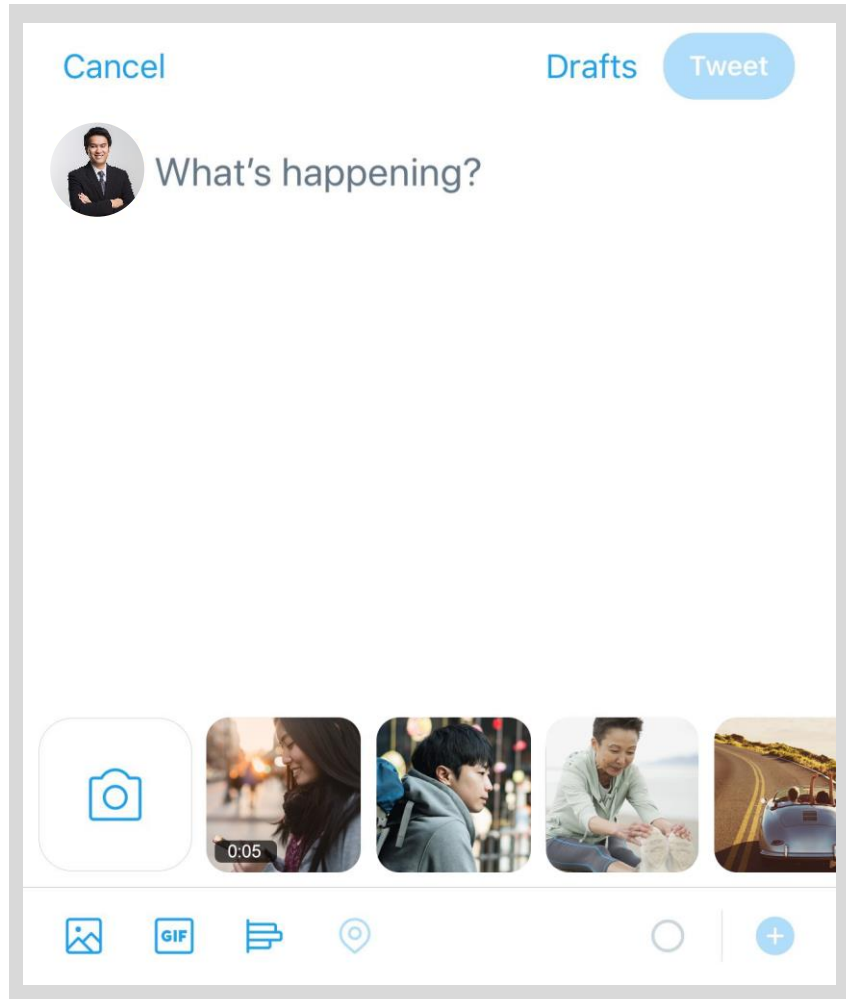


You can share photos and videos with your network using the share box at the top of the LinkedIn homepage, a Group, or a Page.

1. Click the **Video** icon in the share box.
2. Choose which files you want to upload.
3. If you'd like to add subtitles or a thumbnail to your video, you can add them by clicking the **pencil** icon.
4. Videos must be 3 seconds up to 10 minutes. File size must not be more than 1 GB.
5. After uploading your file, you can add a caption in the text box.
6. Click **Done**.



HOW TO POST A VIDEO ON TWITTER



1. **Record:** You can record, edit, and share videos from the Twitter app (Twitter for iPhone or Twitter for Android OS 4.1 and higher).
2. **Import:** If you use the Twitter for iPhone or iPad app, you can import videos from your device.
3. **Upload:** You can upload videos to [Twitter.com](https://twitter.com).

VIDEO SPECIFICATIONS:

Visit [Twitter](https://twitter.com) to know more about recommended Twitter video specifications,



**CONTENT DEVELOPMENT:
HOW TO POST AN ALBUM**



POSTING ALBUMS

- Corporate and Client events, whether online or offline, may be posted as an album post.
- When posting albums, a minimum of 5 photos and a max of 10 photos will do. Choose the BEST photo as the Main Photo.
- Always ensure that there is NO confidential information posted in any of the photos.
- Always place the correct logos on the main photo.

SPECIFICATIONS:

- Photo Album Banner Size: 1,200 x 630 pixels



Allianz PNB Life (PH) added 10 new photos to the album: **Allianz 2020 Palaro** — at Allianz PNB Life (PH). ***

- February 28 -

In line with our mission of promoting healthy employee engagement, our employees gathered together at the Allianz Main Office to play various sports and game activities, with special participation of our Chief Finance Officer Efren Caringal. This is the culmination of our Dare To Be Fit program, the Allianz Palaro 2020! 🏆

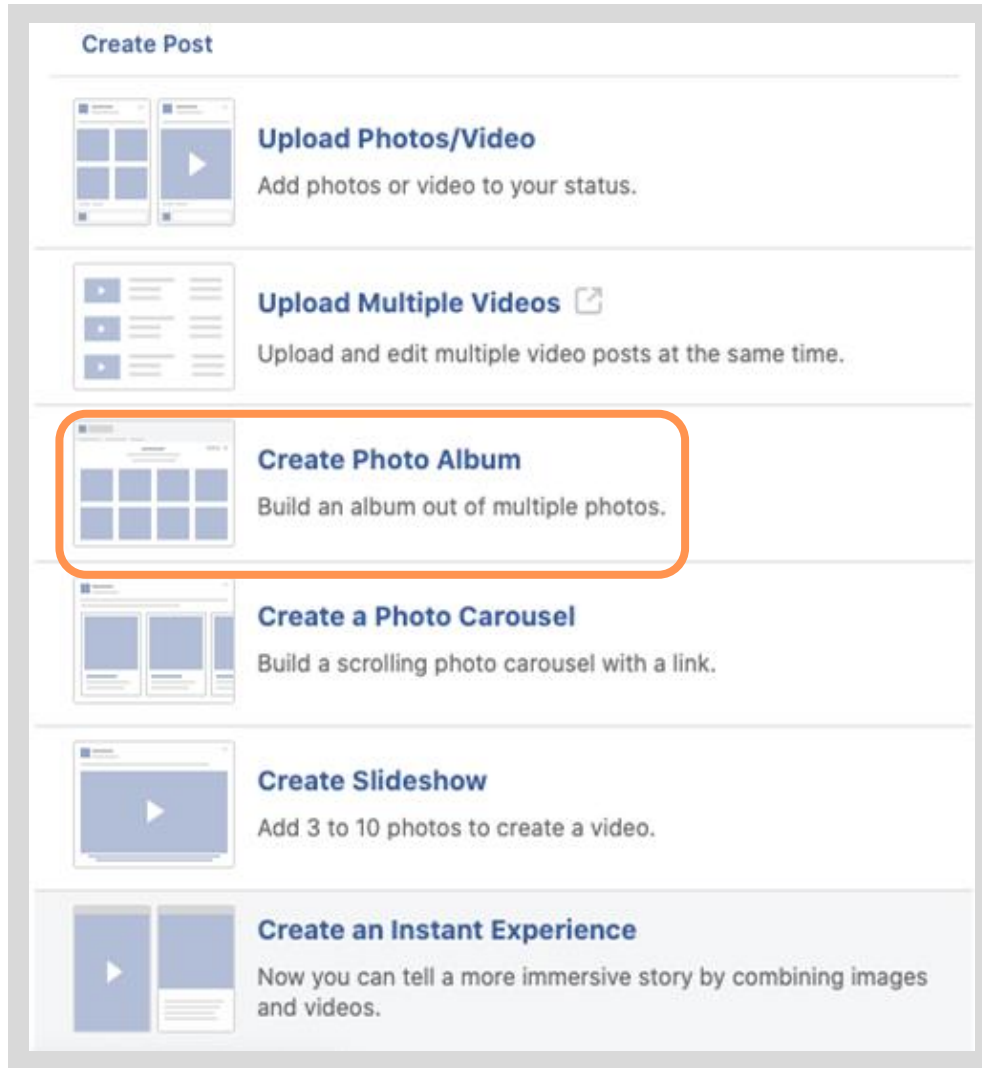
With Dare To Be Fit, employees don't just play, they can also post fitness photos for points that are turned into cash for beneficiaries. It's one of our efforts under our commitment to sustainability with our focus on social inclusion. 🙌

#ExploreWithUs #AllianzPNBLife





HOW TO POST AN ALBUM ON FACEBOOK






1. From your News Feed, click your name in the top left to go to your profile.
2. Click **Photos**, then click + **Create Photo Album**.
3. Click **Upload Photos** or **Videos** and select photos or videos from your computer to add to your album, then click Open.
4. Enter an album name. You can also:
5. Add a description.
6. Select your audience (For example: **Public, Friends**).
7. Click **Post**.



HOW TO POST AN ALBUM / MULTIPLE PHOTOS ON INSTAGRAM

You can upload up to 10 photos and videos and share them as a single post in Feed:

1. Tap  then tap Library (iPhone) or Gallery (Android) at the bottom of the screen.
2. Tap .
3. Select up to **10 photos and videos** from your phone's library.
4. You can crop each item by tapping it and touching the screen to change how it fits in the frame. The orientation you choose (square, portrait, or landscape) affects all of your photos or videos. Then, tap **Next** in the top right.
5. To add a **Filter**, you can:
 - a. Tap a filter at the bottom to apply it to every photo and video you've selected.
 - b. Tap a photo or video to edit it and add filters individually.
6. To change the **order** of photos/videos, tap and hold one then drag it to another spot. To **remove** a photo or video from your post, tap and hold one, then drag it to . When you are done, tap **Next** in the top right.
7. You can add one **location** and **caption** for your entire post, and tag someone in each individual photo. Tap **Tag People**, then swipe to find the photo you'd like to tag someone in.
8. Tap **Share**.

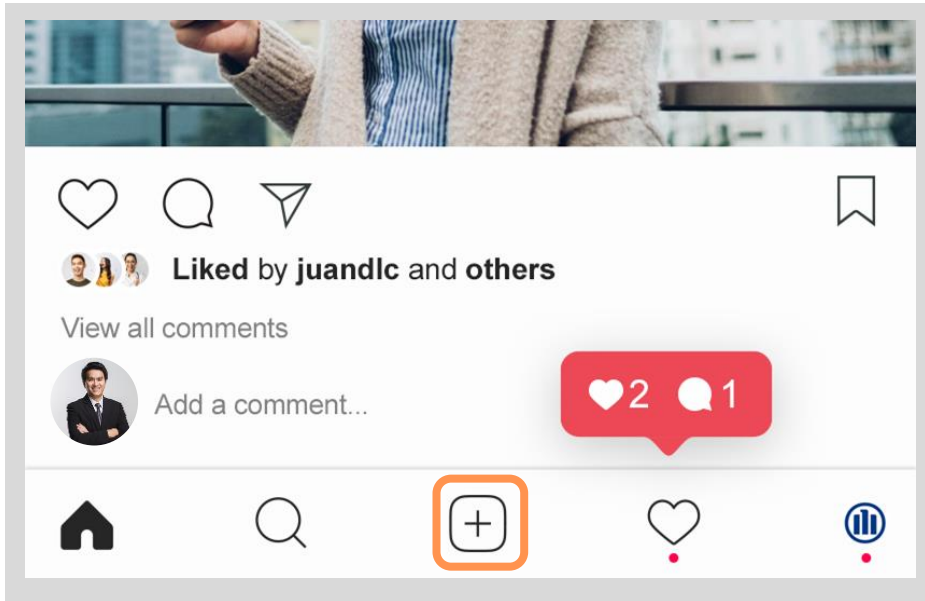
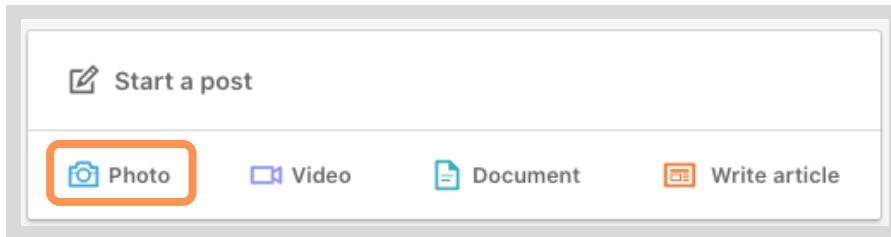


PHOTO SPECIFICATIONS:

Visit [Instagram](https://www.instagram.com/help) to learn more tips on posting multiple photos.



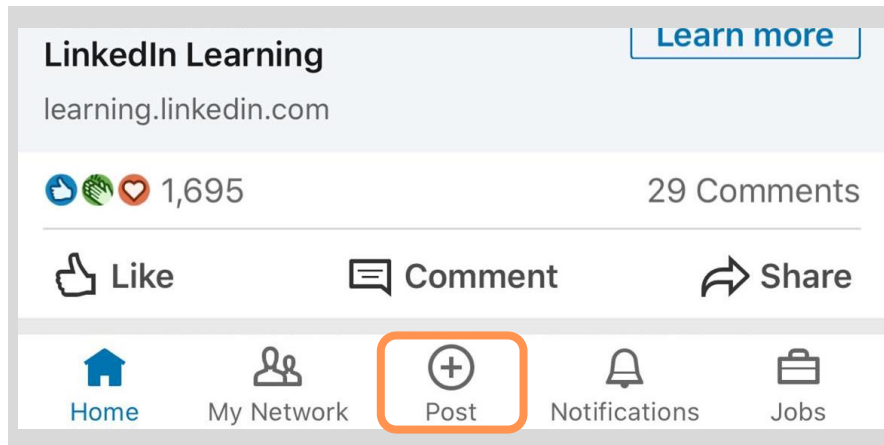
HOW TO POST AN ALBUM / MULTIPLE PHOTOS ON LINKEDIN



Posting an album or multiple photos is similar to [posting an image](#).

On Desktop:

1. Go to Home feed, tap the area that reads “**Start a Post**” and enter your post text.
2. Then select the camera icon to choose up to nine images to feature within the update.

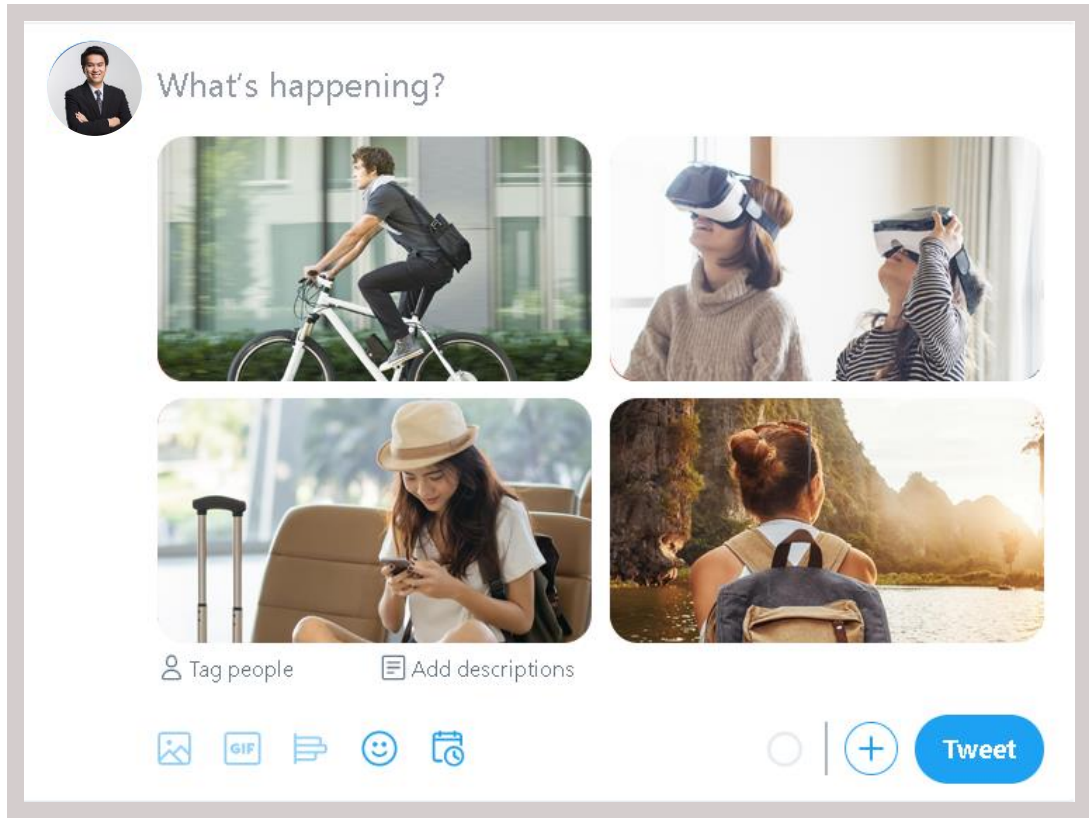


On iOS and Android:

1. Tap **Post** at the bottom of the screen.
2. Type the content of your post in the “**What do you want to talk about?**” field.
3. Tap the Camera icon to capture an image or tap the Image icon to select photos from your phone's gallery (you can select up to nine images).
4. Select who you want to share the post with.
5. Tap **Post**.



HOW TO POST AN ALBUM ON TWITTER



1. Add an image to your Tweet. Click on the photo icon from the bottom of the Tweet box and select an image from your computer.
2. Add more images to your Tweet. Click on the photo icon again choose another image from your computer. You can select up to 4 photos.

CONTENT DEVELOPMENT: HOW TO GO LIVE

Live streaming provides a more personal and engaging way of communicating with your audience compared to images or video posts. It allows you to interact real-time with your followers, creating a deeper connection between you and your prospects.



The COVID-19 pandemic has impacted the stability of healthcare systems with the ongoing struggle to flatten the curve. Be updated with the status of healthcare with our speaker, CEO of reach52, Edward Booty on May 28, 2020 at 2PM

Know your options to better protect yourself and your loved ones in case the unexpected happens.

In this webinar, you... See More



with

Edward Booty
CEO of reach52

Thursday, May 28, 2020
2pm-3pm (Manila Time)

REGISTRATION IS FREE!



Allianz PNB Life
Insurance Company

Sign Up

RUNNING FACEBOOK LIVE

When implementing Facebook Live, you must announce it **at least 1 week before publishing**. This will give ample time for your viewers to schedule and watch it. It is important to have a reminder post **1 day before the launch date**.

SPECIFICATIONS:

- Max Bit Rate: 4 mbps
- Max Audio bit rate: 96 kbps or 128 kbps
- Max resolution: 1920 x 1090 at 60 frames per second.
- Titles must be sent at least every 2 seconds during the stream
- H264 encoded video and AAC encoded audio only

DO'S: BEFORE CONDUCTING A LIVESTREAM

- **Familiarize yourself** with Webex, Zoom, or Facebook Live.
- **Notify viewers in advance.** It's good-to-have a supplementary e-newsletter or a social media post to announce it at least one week before.
- **Practice** your delivery.
- **Choose a room** that has decent lighting and privacy.
- Ensure you have the right level of Internet **connectivity**.
- **Check your camera and audio settings** to ensure that they are set up correctly.
- **Do a test run.** Test mic and video before starting your livestream or webinar.
- **Be free from distractions.** Tell your family/roommates beforehand that you will be conducting a livestream and will require their silence.





DO's: DURING A LIVESTREAM

- **Write a compelling caption** of your video to attract attention.
- **Wear formal** or semi-formal attire.
- **Use a professional image background** that is not distracting. You can download our Allianz backgrounds in the folder and use it for your livestream.
- Make sure you are at the **center of the camera** view.
- **Engage with your audience** by asking them questions and giving shoutouts to those who comment on your video.
- **Thank your viewers** for their comments and ask them to stay tuned for more engaging content.



DON'TS:



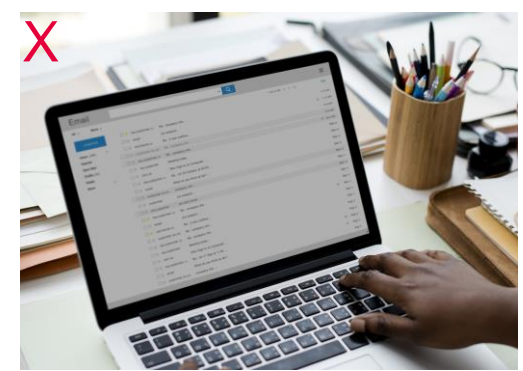
Don't use distracting backgrounds. Make sure that your backdrop is professional and clear of any objects that would distract your audience.



Don't place the camera too far or too near yourself. Always position your camera at your eye level.



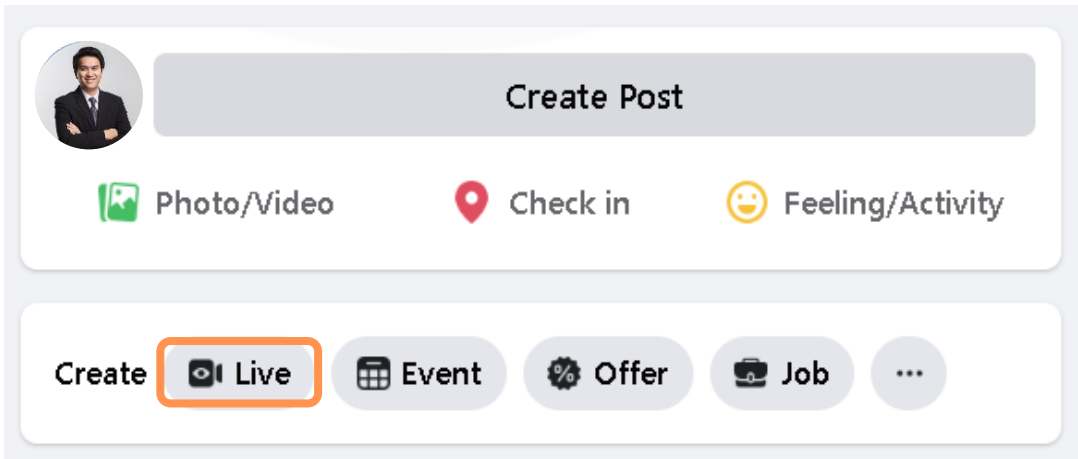
Don't wear inappropriate clothes. Always present yourself professionally and decently.



Don't present sensitive data on your screens, such as client info, e-mails, or private company details.





HOW TO GO LIVE ON FACEBOOK



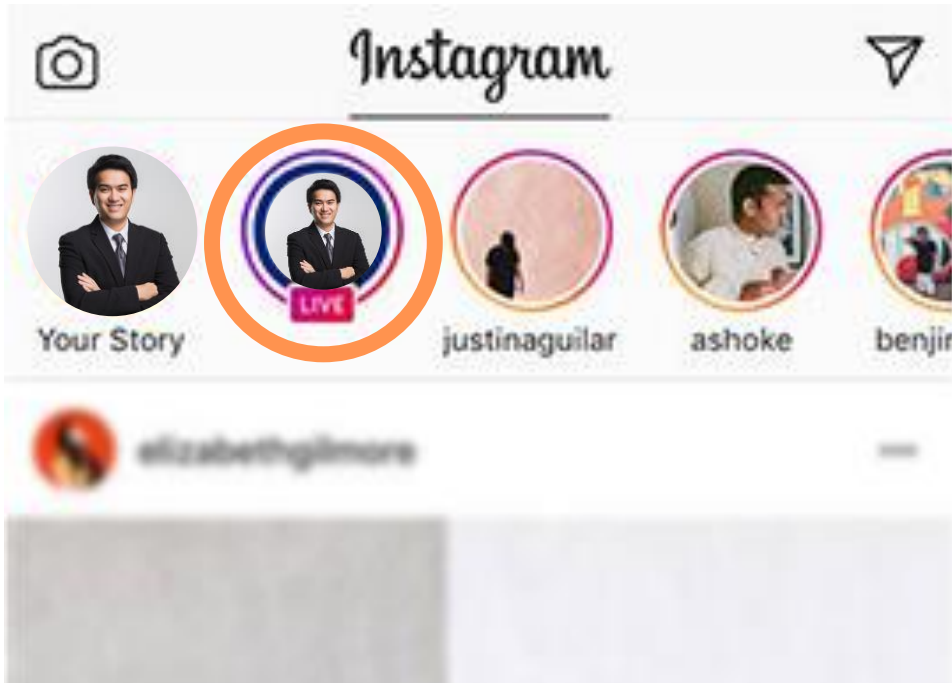
Live lets you livestream events, performances, and gatherings on Facebook. Viewers can watch from a phone, computer, or connected TV. You can go live on Facebook from a profile, Page, group, or event.

All live videos are public, which means anyone visiting your Page can see it.

1. Go to your Page.
2. Tap **Publish**.
3. Tap  Live Video.
4. Tap to add a description or tap to add effects.
5. Tap  or Start Live Video.



HOW TO GO LIVE ON INSTAGRAM



1. Open the Instagram Stories camera and swipe across to the “Live” mode. You will be able to see how many of your followers are currently active in the Instagram app, which is a good indicator of how many people will receive an in-app notification if you go live straight away.
2. Tap the “Live” icon to start your broadcast, making sure you have a strong and stable internet connection.

Give your followers a few moments to join before jumping right into the focus of your live session. Have a holding screen or make some small talk for a minute or two.

3. Once your live broadcast is underway, you can choose from several features to make your broadcast more engaging:
 - a. Share questions from your viewers to the screen by tapping the question mark icon.
 - b. Send a Direct Message to someone about your Instagram Live by tapping the paper plane icon.
 - c. Invite someone to co-host your Instagram Live
 - d. Apply an Instagram Stories filter to your broadcast by tapping the filter icon.



HOW TO GO LIVE ON TWITTER


 **Juan Dela Cruz, Life Changer**
@JuanLifeChanger

Join us & our featured speaker, Mr. Jason Fong, CFA (Head of Allianz Asia Pacific Business Development & CEO of Allianz Singapore), as we share our experiences and insights on how to navigate the issues regarding the #COVID19 pandemic and its effect on our lives & businesses.



8:00 PM · Apr 21, 2020 · [TweetDeck](#)

2 Likes

1. Tap the  icon from the composer.
2. Tap **Live** at the bottom selector.
3. To go live with audio but not video, tap the microphone at the top right. This will turn off the camera, and you'll be heard by viewers, but not seen.
4. Fill in an optional description that will appear as a Tweet, and a location if desired.
5. To invite guests before going live, tap **Invite Guests** to select or search for people to join your broadcast.
6. Tap the profile icon of the guests you want to join.
7. Tap **Save**.
8. Tap **Go Live**. Your live broadcast, with description and location (if added), will appear in a Tweet in your follower's timeline and on your profile.

How to end a live video:

You can end a live video at any time by pressing the **Stop** button on the top left and confirming your action in the menu that comes up.

**CONTENT DEVELOPMENT:
SHARING 3RD PARTY
POSTS**



SHARING 3RD PARTY POSTS

- Sharing of posts from other pages or accounts builds our relationship with them.
- Public materials from third party pages can be shared as long as we give credit to the source.
- Always ask permission before sharing and have them approve the caption. **Consent of all concerned individuals MUST be documented and secured.** Refer to Rules on Engagement in Phase 1.
- Never copy and paste any third-party content to your page or download or save any image or video and post it as your own.



CONTENT DEVELOPMENT: **GRAMMARLY**

Content tools and apps will help you save time creating, editing, and publishing content, so you can focus on making your content the very best it can be.

SOCIAL MEDIA TOOL: GRAMMARLY



Grammarly is a writing assistant that automatically flags potential issues such as **grammar, spelling, punctuation, word choices, and style mistakes**. Its algorithm can also suggest corrections to help content be in the right grammar and tonality:

TO USE GRAMMARLY:

1. Access through their website: www.grammarly.com
2. Enter your e-mail address and other details.
3. You may install it as a desktop app or add it as a browser extension.
4. **Upload your word document or copy-paste your text** on the Grammarly editor to get started.

NOTE: Grammarly does not read images, headers, footers or page breaks. **Use it only to check your text.**



Grammarly is a paid platform. **Use Grammarly to check on your grammar, spelling, and punctuation mistakes only.**

CONTENT DEVELOPMENT: HOW TO RUN ADS ON FACEBOOK

Paid advertisements on Facebook allows you to target a specific audience for a specific goal. Depending on your objective, running ads will help you reach your audience in ways you couldn't with an organic strategy.



RUNNING A LEAD GENERATION AD



Facebook provides us with a tool to help us reach potential Leads to be able to **convert** them into actual Sales or Recruits.

By simply running a **Lead Generation Campaign**, Facebook allows us to gather important data so we can close the leads offline or outside of Facebook/any website.



Juan Dela Cruz Allianz Life Changer

Insurance Agent

Edit Send Message

Home Services Offers Photos More ▾

Promote



*To start a Lead Generation Campaign, go to your Page and click **Promote**.*



LEAD GENERATION

Choose a Goal
Ads can help you connect with people who may be interested in your business

- Get Started With Automated Ads**
Get personalized ads that adjust over time to help you get better results
- Boost a Post**
- Boost an Instagram Post**
- Get More Messages**
- Promote Your Page**
- Promote Your Events**
- Get More Leads**

Get More Leads on Facebook

Where do you want to collect contact info?

- On Facebook**
Collect contact info from people on Facebook
- On My Website**
Collect contact info from people on your website

Facebook offers different Promotion types according to your Business Goal. For this Campaign, our Business Goal is to **Get More Leads**.

*Click on **Get More Leads** and select **On Facebook**.*



LEAD GENERATION

Get More Leads on Facebook

Contact Form

Use a form to collect customer info so you can contact them about your business.

Use Saved Form [Create New Form](#)

Form Name (Required)
Juan Dela Cruz - Lead Form

Customize Form Text (Optional)

Headline
Let's talk about you and your goals in life.

Description
g you get the protection you need for your personal goals. |W

Customer Info

What information would you like to ask for?

Full Name

Phone Number

Email

See All



Allianz PNB Life (PH)

Let's talk about you and your goals in life.

The lockdown won't stop us from helping you get the protection you need for your personal goals. We're always ready to accompany you to a healthy & safe future you always wanted. We can now meet with you virtually, so click NEXT to sign up!

Next

Custom Questions

1 of 4



To be able to gather leads, we need to create a **Lead Form**. It is a questionnaire that you customize to get the information you need from Potential Leads to be able to make a sale. *Remember to follow company guidelines in handling personal data of potential and/or current clients.*

*Enter **Custom Questions** and Facebook **Prefill Questions** to cater to your needs.*

Are you interested in Savings & Protection, Health, Education or Retirement?

Enter your answer.

Can I contact you using your given information?

Enter your answer.

Contact Information

Confirm the details you'd like to share with us:

Full name
Enter your answer.

Email
Enter your answer.

Phone number
Enter your answer.

Street address
Enter your answer.

Don't forget to include descriptions to your Lead Form to encourage users to answer.

! Read more on data privacy rules and securing sensitive client information in our Phase 1 toolkit.



TARGETING

To reach the proper audience, you can create a specific audience that corresponds to your target market. You can create an audience based on Gender, Age, Location, and Interests that are provided by Facebook.

Gender

All Men Women

Age

20 30

Locations

Philippines

Metro Manila

Add locations

Your audience location has been changed from Philippines to Metro Manila. Undo Change

Drop Pin

Detailed Targeting

Include people who match

Behaviors > Consumer Classification > Philippines

People who prefer high-value goods in Philippines

Interests > Additional Interests

Finance

health

Health insurance

Interests > Business and industry > Personal finance

Insurance

Interests > Fitness and wellness

Add demographics, interests or behaviors

Suggestions Browse

Make sure that your audience is not **too Specific** or **too Broad**



Your audience size is **defined**. Good job!

Potential Audience Size: 2,900,000 people

CONTENT DEVELOPMENT: HOW ALLIANZ WANTS TO BE PERCEIVED

Making a good first impression and being consistent can bring positive experiences that can create long-lasting client relationships.



When Life Changers™ representing Allianz joins a conversation in online social media, they have the opportunity to show the world how Allianz works and what it is like to be part of the biggest global insurers.

Here are a few of the key behaviors you need to demonstrate at all times to your customers.

WE ARE TRUSTWORTHY

WE EMPOWER

WE ARE PERSONABLE

WE ARE CONSIDERATE



WE ARE TRUSTWORTHY

- We will be honest and transparent in every social media engagement.
- We won't create fake destinations and posts.
- Every website, fan page, or any other online destination ultimately controlled by the Company must make that fact known and must be authorized according to applicable internal protocols to track and monitor the Company's online presence.
- Bloggers and social media influencers are required to disclose when we're associating with them, and the Company to monitor compliance with this requirement.
- We protect the privacy of our customers, partners, and suppliers.



WE EMPOWER

- Social Media provides us with abundant opportunities to share our knowledge and engage with people to help them do what they want to do.
- We aim to listen, learn, and add value to online discussions, exchanges, and communities by sharing knowledge and expertise.



WE ARE PERSONABLE

- The purpose and success of Social Media lie in its ability to enable people to connect with people. So, whenever and wherever we participate, we will be **real, human, and engaging**.
- Individuals are encouraged to speak up, and not use jargon or corporate language, provided that what is being said complies with our standards of honesty, integrity, knowledge, and transparency.





WE ARE CONSIDERATE

- We will always respect and adhere to the rules and regulations of every country and venue.
- We welcome all forms of feedback and will reply to comments speedily – within 24 hours wherever possible - and in an appropriate manner.
- We will join conversations only when we have relevant knowledge to share.
- We will not participate in disputes in public forums or other social media channels but refer them to the nominated authority.



THINGS TO REMEMBER AS AN ALLIANZ LIFE CHANGER™

Being 'social' has always been at the heart of the Allianz business. It's how we behave. It's intrinsic to who we are. Showing the best behavior when engaging with our clients helps foster stronger relationships.

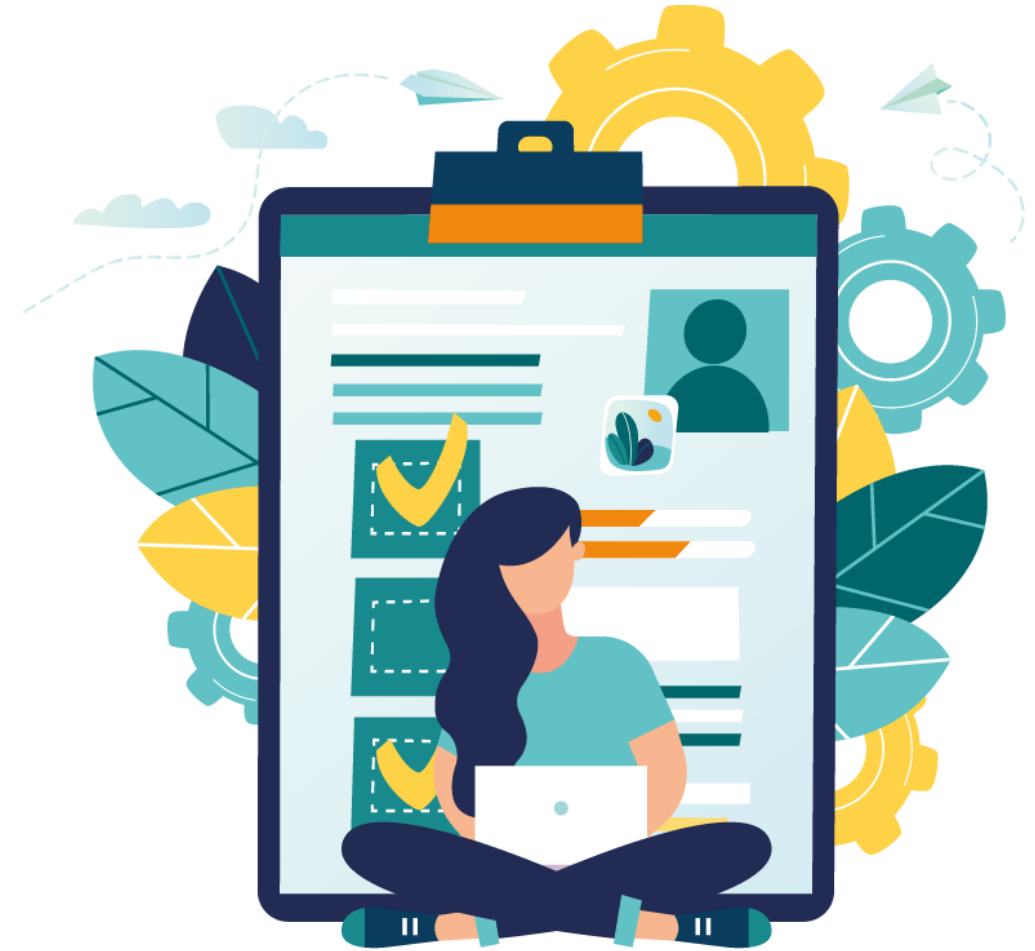
- Always **disclose your affiliation** with the company when using any form of online social media.
- **Keep records of what you share** and stay in accordance with all country legal requirements.
- **Credit authorship or reference sources** whenever necessary and never violate the rights of others.
- **Be mindful** that whatever is posted on the Internet is permanent and that all activities can have global significance.
- **Comply with the requirements** of all applicable laws, regulations, and rules concerning the prevention of unfair, deceptive, or misleading advertising and marketing practices.





THINGS TO REMEMBER AS AN ALLIANZ LIFE CHANGER™

- Promote **honesty and transparency** in all practices and methods.
- **Avoid** any behavior or association which may lead to consumer deception at all times.
- **Respect** the rights of any online or offline communications venue (such as a web site, blog, discussion forum, traditional media, and live setting) to create and enforce its own rules as it sees fit.
- **Do not pay** for editorial content in media.



CONTENT DEVELOPMENT: CONTENT STRATEGY

A **content strategy** helps you define your goals and set priorities for your business page. It allows you to plan your work and ensure that all communications on your business page are goal-driven.

By having a documented and well-planned strategy, you can ensure that every content you post translates into results that you can measure.



WHAT TO CONSIDER BEFORE CREATING CONTENT

WILL THIS PROVIDE ADDED-VALUE TO MY KEY TARGETS?

Performance in social media is about providing **added-value** to your audience. Before creating your content, ask yourself the following:

- **What is the main benefit for my audience?**
- **Why is it relevant to my target?**
- **What makes the content unique, compared to all existing content of the same topic?**

WHAT ARE THE KEY MESSAGES BEHIND THIS CONTENT?

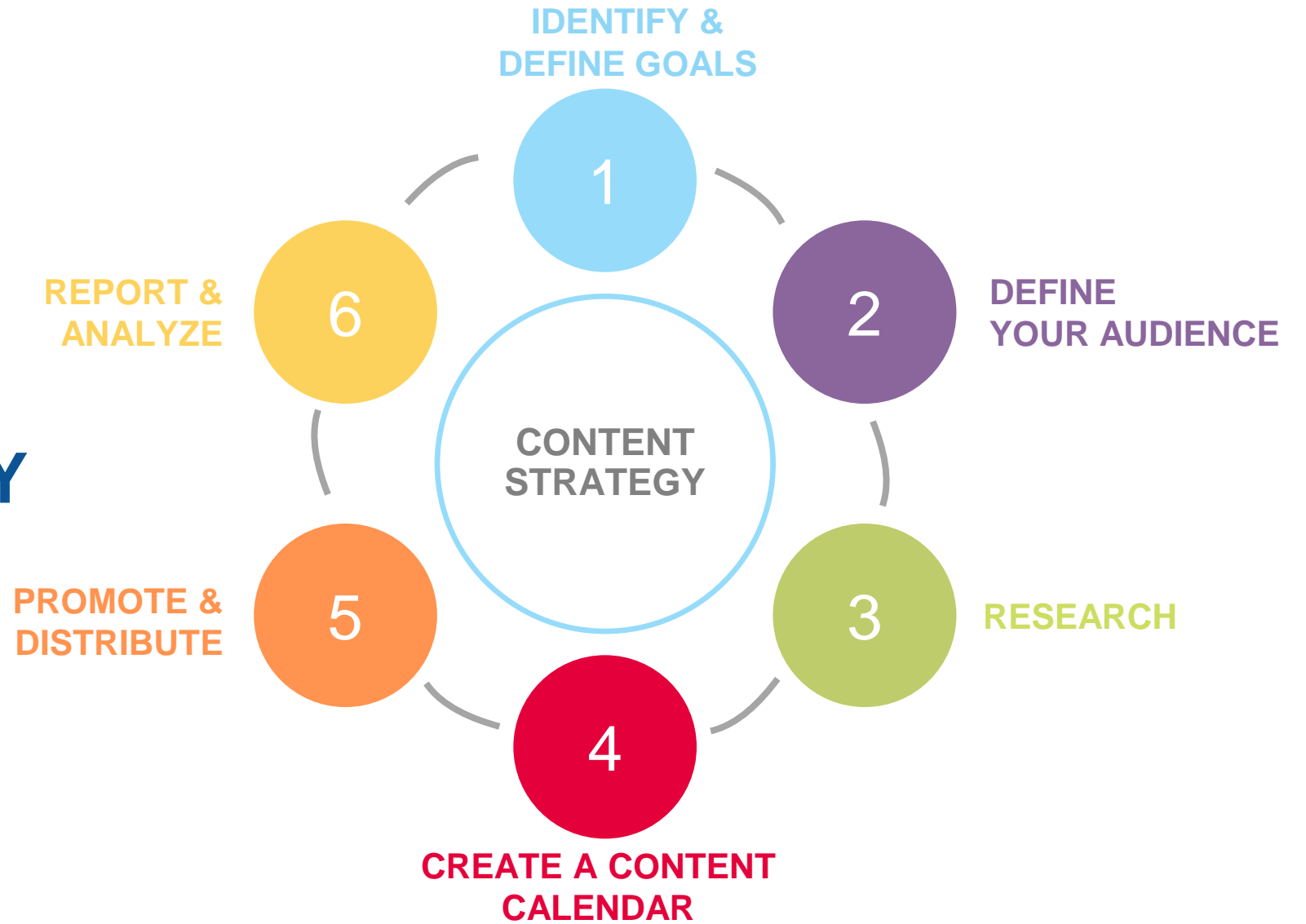
Most of our content contains a significant amount of key facts and information. In a social media approach, **only the main message should be highlighted.**

IS MY MESSAGE EASY TO UNDERSTAND?

Once the key messages are identified, they should be formulated in an **accessible, simple & straightforward** manner. Make sure your content is **easy to understand and straightforward even for non-industry experts.**



HOW TO BUILD YOUR STRATEGY





1

IDENTIFY AND DEFINE GOALS

Getting clear on your **marketing goals** first will determine your content strategy. Here are sample goals for social media marketing that need to be translated into your priorities:

- Increase Brand Awareness to improve brand recall and search
- Increase sales and lead generation for policy
- Recruit for talent
- Increase community engagement
- Grow page likes and followers

The more specific the marketing goals are for your Life Changer™ business page, the better you will be able to tailor your social media content strategy.



2

DEFINE YOUR AUDIENCE

As a Life Changer™, we have our own audience specialties - the audience profile we are able to sell to better. Knowing who your **core audience** is and the type of product you sell better can strengthen your content strategy.

Here are questions to guide you:

- What is your audience profile: age, gender, and location?
- How do they think?
- How do you convince them to buy your product?
- What are their problems in life that can be addressed with your product?
- What is engaging content for them?



3

RESEARCH

Research will help support your knowledge of content strategy. If you already have a business page, check your page to determine which content posts worked and which ones didn't and what you posted on each platform. Sometimes it is best to perform well in one social media platform first rather than expand to multiple channels that can't be managed well. Resource allocation is very important.

Identify your competition, analyze their content, and determine your own content based on what works. Don't forget to share what you learned with your Allianz colleagues.



4

CREATE A CONTENT CALENDAR

A **calendar** helps you plan your content and visualize your ideas so that you can organize for smoother execution. Your first task is to create content categories or **Content Buckets** that discuss various within your business. Each content bucket is meant to be about a certain topic, but they all connect to an overarching brand message. The Allianz ambition is to **accompany people in life and give them the courage to take the next step**. Below are samples of content buckets.

Corporate Branding	Financial Awareness	Products	Empowerment	Just for Fun
Recruitment	Financial Tips	Savings & Investment	Motivational	Holidays
Corporate news	Convincing Concepts	Protection	Planning Ahead	Life Hacks
Employee Activities	Education	Health	Testimonials	Moment Marketing
CSR Initiatives	How to save	Retirement	Lifestyle	
Sustainability		Estate Planning	Adventure Topics	
History		Variable Life Fund		
Global				



4

CREATE A CONTENT CALENDAR

Content calendars help you plan and keep track of the content on your page. You can create one with the use of an Excel worksheet or plot it on your own Google calendar. Below is a sample content calendar format that you may follow.

Month of August						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31 Holidays: Long weekend greeting post	1
2	3 Corporate Branding: Legacy Post	4	5	6 Products: Solutions Post	7	8
9	10 Holidays: Buwan ng Wika post	11	12	13	14 Empowerment: Financial Awareness Day	15
16	17	18	19 Corporate Branding: Sustainability post	20	21	22



5

PROMOTE AND DISTRIBUTE

Establishing a strategy on when you should publish your posts to get the desired engagement and help move your content forward.

Encourage your audience to engage with your content by asking questions and creating shareable content.

Use paid ads. Knowing how to boost your content on your business page will help you reach more people and clients.



6

REPORT AND ANALYZE

To know if your content strategy is effective, it is important to measure the results so that you can improve as you go.

Always look at the bigger picture when it comes to your content over a given period and check on how each content performed. Look at:

- Total Post Reach = Awareness
- Total Engagements = Average Reactions, Average Engagement Rate
- ROI = Conversions from leads or referrals
- Average Response Time = complaint management

To know more about key performance indicators, refer to this [section](#).



FUNDAMENTALS OF POST CREATION

Quality social media content begins with an understanding of your audience. To make good content, remember the principles we always adhere when it comes to Allianz communications: **simple**, **distinctive**, and **sympathetic**.



- Post about informative, relevant, and attention-grabbing subjects. A short post has more impact. Use no more than 200 characters in your caption.
- The imagery is critical. Avoid stereotyped stock images.
- Add a short link, especially if you share an article. Always give credit to your source and ensure that it is a reliable one. **AVOID FAKE NEWS.**
- Interact with your audience. Be sure that the post is engaging by adding a question or a single call-to-action (i.e. send us a message, leave a comment, etc.).

! You can find more tips on the right voice, design, and content in **Phase 2 of our Life Changer Toolkit.**



08 CONTENT PERFORMANCE

- Social Media Analytics
- Content Monitoring
- Content Monitoring Tools
- Social Media Management Workflow



CONTENT DEVELOPMENT: SOCIAL MEDIA ANALYTICS

Monitoring audience behavior helps you analyze and plan how to promote on social media. Content that is backed up by information can increase maximum engagement, that in turn, can increase potential leads.



KPI FOLLOW UP FOR ALL PLATFORMS AND SOCIAL MEDIA ACTIVITY

A monthly and weekly follow-up of the Social Media activities is necessary to monitor the efficiency of the strategy and ensure a constant process of content optimization.

The choice of KPIs to follow depends on your Social Media objectives. You can check this [section](#) for more details on where to check your performance.

BRAND AWARENESS

Develop our awareness and recognition on Social Media.

Number of Followers, overall impressions and reach

SOCIAL MEDIA ENGAGEMENT

Measure the engagement potential of content on Social Media.

Average engagements per post, engagement rate, number and sentiment of comments, reactions, shares, comments.

CONVERSION

Estimate the impact of Social Media in terms of business acquisition and lead generation.

Clicks, total leads, visits on the website, (CPC Cost per Click), cost per lead

COMPLAINT MANAGEMENT

Measure the reactivity and efficiency of comment handling.

Average response time, overall response rate, the monthly volume of solicitations



CONTENT MONITORING

Monitoring your content and your page gives information on how your fans react to your posts. Here are a few tips to help you achieve efficient Social Media monitoring:



1. DETERMINE YOUR TOOLS

Determine beforehand the tools that you will track to measure your performance over time. This can be your Monthly Impressions, Engagements, Reach, etc.

2. CURATE HASHTAGS AND TRACK THEM

Create catchy hashtags to help your audience recall your content, whether or not they are on your page.

3. MONITORING YOUR PAGE SHOULD BE A HABIT

Monitoring is a continuous task. Visit your page at least once a day to check in your community.




CONTENT MONITORING


Post Details

Juan Dela Cruz Allianz Life Changer
Published by Trisha Uy [?] · June 10 · 🌐

Sustainability is part of our DNA. Invest in a company that doesn't just secure your future, but also secures the future of the world. 🌱
Learn more about our products, and #DareTo move forward with us. 🙌
Talk to us today! #AllianzPNBLife #ExploreWithUs




AN INVESTMENT IN US IS AN INVESTMENT IN THE WORLD!
We do business the right way.
Learn about our products today!

Allianz 
Allianz PNB Life Insurance, Inc.

7 People Reached 6 Engagements [Boost Post](#)

Chrisgine Vosotros San Juan

Like Comment Share 

Performance for Your Post

7 People Reached

5 Likes, Comments & Shares

5 Likes	5 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

1 Post Clicks

1 Photo Views	0 Link Clicks	0 Other Clicks
---------------	---------------	----------------

NEGATIVE FEEDBACK







0 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

PEOPLE REACHED

The number of users who have seen your post.
1 Facebook Profile = 1 Reach

REACTIONS

Users have the option to leave Reactions on the post to show how they feel about it. Facebook currently has 7 Reactions (     )
We can also see where the Reactions were left (either on Post or on Shares)

CLICKS

Facebook also tracks the Clicks that your post received. It can be from **Photo Views**, **Link Clicks** or **Other Clicks**.



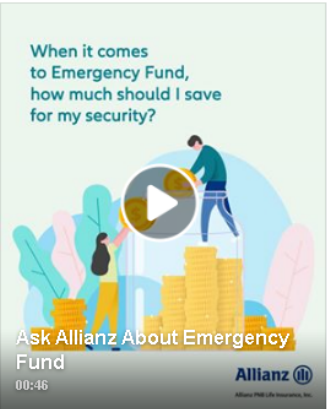
CONTENT MONITORING

Post Details

Allianz PNB Life (PH)
 Published by Regina Vanette Mendoza [?] · July 10 · [?] · [?]

The topic of Emergency Fund has never been more relevant than today! 🙌 It is an important financial tool that you can use as a protection during these times. Your savings plan can also serve as your emergency fund as you can withdraw from it anytime you need to. Interested? Check out #AllianzAzipreGrowthPrime and learn more how it can help grow your savings faster. Visit bit.ly/AZpireAZPH now and talk to a Life Changer today! 🙌

#WeAreWithYou #CourageOverCOVID #AllianzPNBLife
... See More



Ask Allianz About Emergency Fund
 00:46
 Allianz

Send Message

537,637 People Reached
 29,255 Engagements
 Boost Post

👍❤️👎 Kri Zan, Serge Catotal and 133 others
 2 Comments 86 Shares

Like Comment Share

Comment as Allianz PNB Life

Performance for Your Post

537,637 People Reached

29,123 3-Second Video Views

275 Reactions, Comments & Shares

158 Like	123 On Post	35 On Shares
21 Love	16 On Post	5 On Shares
3 Haha	3 On Post	0 On Shares
2 Wow	0 On Post	2 On Shares
1 Sad	1 On Post	0 On Shares
3 Comments	3 On Post	0 On Shares
87 Shares	86 On Post	1 On Shares

28,980 Post Clicks

27,543 Clicks to Play	789 Link Clicks	648 Other Clicks
-----------------------	-----------------	------------------

NEGATIVE FEEDBACK

2 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

3-SECOND VIDEO VIEWS

Number of users who have seen at least 3 Seconds of your Video. (Only applies to video posts)

Photo Views are replaced with Clicks to Play in video posts. These are the number of users who voluntarily pressed **Play** on our content (without the aid of Auto-Play)

COMMENTS

Aside from leaving a Reaction, users can also leave comments (Text, Photos, Stickers, GIFs and Links). This is a good indicator of how people feel about your post.

SHARES

Users can also share your post to parts of Facebook other than your Timeline. (e.g. Their own Profile, Groups, Private Messages, or Pages they manage) All shared posts can still receive Reactions, Comments and more Shares.

CONTENT DEVELOPMENT: SOCIAL MEDIA MANAGEMENT WORKFLOW

When dealing with comments on Social Media, the focus is on the organization. Identifying the different scenarios makes it possible to anticipate future needs and the associated processes.



SOCIAL MEDIA MANAGEMENT WORKFLOW

A well-maintained and curated social media page can provide a good source of leads and make it easier for you to reach out to your current clients. Keeping a consistent and systematic routine will help you manage different scenarios and interact better with your audience.

Treat your Page as an extension of Yourself

Limit your Interactions

Prioritize your Tasks

Listen to your Audience



TREAT YOUR PAGE AS AN EXTENSION OF YOURSELF

Include your business page in your work routine. Treat your Facebook Page as an extension of yourself in the virtual world by properly curating it.

Check your Messages, Comments, and Appointments at least once a day and add your Posts to your professional schedule.

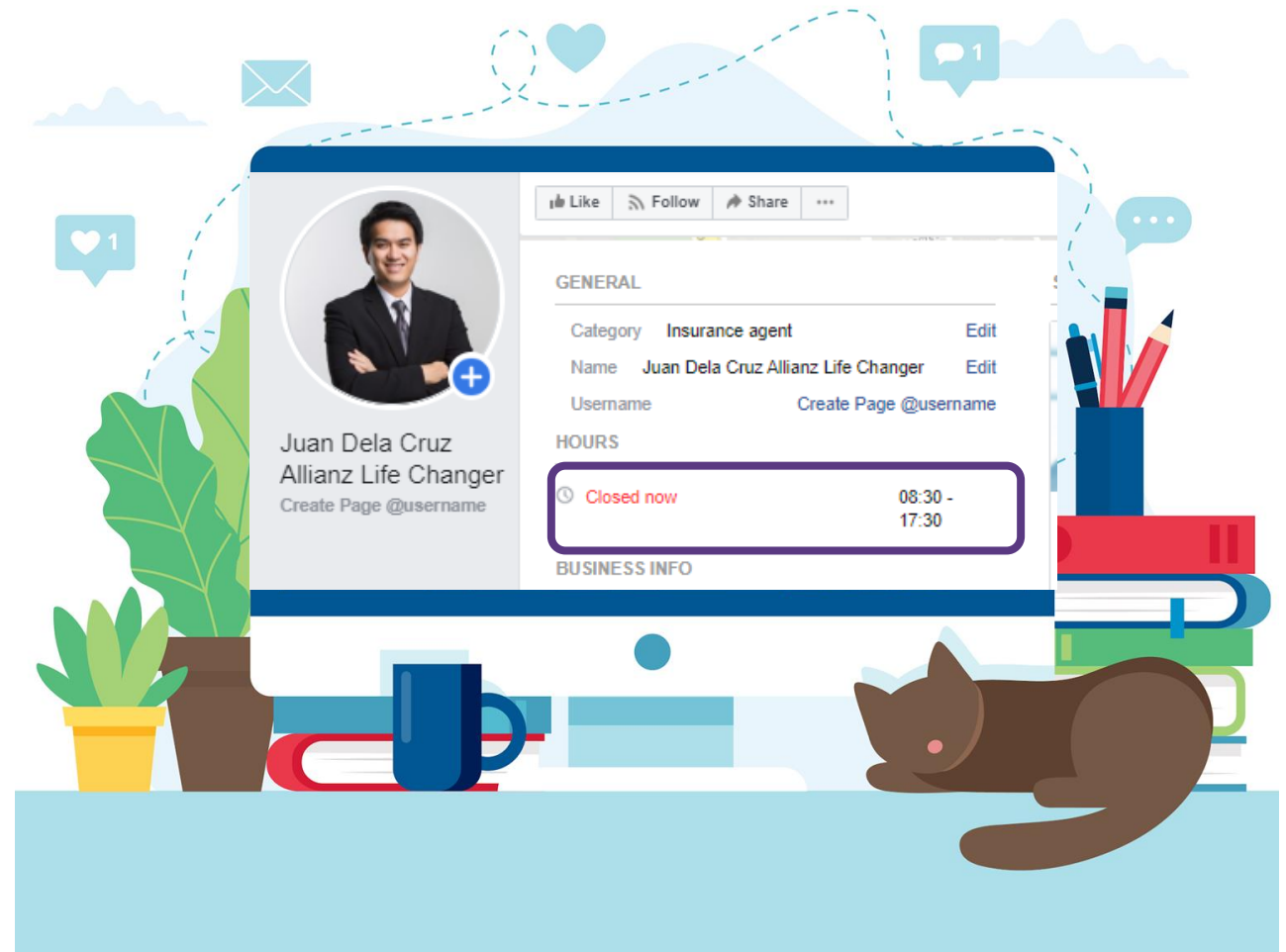




LIMIT YOUR INTERACTIONS TO BUSINESS HOURS

Limit your engagements with users to reasonable times within the day as if you are talking to them in person. Avoid responding to messages during mealtimes and ungodly hours.

It is recommended that you indicate your business hours on your profile or About section.






PRIORITIZE YOUR TASKS

The world of Social Media provides constant updates with your fans and trends that can be beneficial to your page.

Work on urgent cases first and work your way down to the low priorities for a better workflow.



Complaints
Time-sensitive Concerns
Interested Leads
General Comments





LISTEN TO YOUR AUDIENCE

Your audience is one of the critical elements of your page. Keep in mind the current trends or frequent feedback they are giving you.

Do they like a particular type of post?

Do they ask about a specific topic?

Do they interact at a particular time and day?

These types of cues are essential for you to publish **relevant content**. Keep a database or tracker of your monthly performance, inquiries, and complaints to learn from previous cases on your page.



SOCIAL MEDIA MANAGEMENT

SAMPLE SCENARIOS



Managing your community will lead to a variety of interactions with users with varying degrees of concerns. Social media can lead to simple business inquiries to critical concerns that affect your branding.

We provided different levels of scenarios and how you can handle it.

GENERAL (COMMENTS / ENQUIRIES)	LOW LEVEL (EXPERTISE TOPICS)	MEDIUM LEVEL (CUSTOMER COMPLAINTS)	HIGH LEVEL (SENSITIVE TOPICS)
<p><i>Sample Scenarios</i></p> <p>“Hi! Where’s your office?”</p> <p>“Can I book an appointment?”</p>	<p><i>Sample Scenarios</i></p> <p>“I need a good Health Insurance but I’m going to leave the Philippines soon. Should I just get a Health Insurance or a Travel Insurance?”</p> <p>“Does Allianz Well cover COVID-19?”</p> <p>“I already have a policy from Manulife but I want to invest with Allianz too.”</p>	<p><i>Sample Scenarios</i></p> <p>“I haven’t received my dividend yet. It’s been months!”</p> <p>“You’re not responding to my emails!”</p>	<p><i>Sample Scenarios</i></p> <p>“ALLIANZ IS A SCAM!”</p> <p>“Sunlife is BETTER. BOYCOTT Allianz!”</p> <p>“You’re a NAZI COMPANY!”</p>

! More Tips on How To Engage is discussed in the **Phase 1** of our Life Changer Toolkit

SOCIAL MEDIA MANAGEMENT WORKFLOW



GENERAL (COMMENTS / ENQUIRIES)	LOW LEVEL (EXPERTISE TOPICS)	MEDIUM LEVEL (CUSTOMER COMPLAINTS)	HIGH LEVEL (SENSITIVE TOPICS)
<p><i>Should be answered 4-5 hours within the day of checking your page.</i></p>	<p><i>These should be answered 24 hours within the day of checking your page.</i></p> <p><i>Be prepared for follow-up questions from users. They are also an excellent opening to convert them into leads/potential clients.</i></p> <p><i>Product Inquiries can be best answered by you, a Life Changer.</i></p>	<p><i>These should be answered as soon as possible.</i></p> <p><i>Complaints sent through the comments should be invited for a discussion via Private Message.</i></p>	<p><i>Controversial topics should be reported IMMEDIATELY to the management for immediate action and to prevent escalation. Make sure to stay in touch with your team for further action steps on the case.</i></p> <p><i>Make sure to cascade it to your team with the following details:</i></p> <p><i>where it started</i> <i>why it started</i> <i>what is currently happening</i></p>
<p>Having Saved Replies in your inbox will make it easy for you to respond to messages easily.</p> <p>Saving them in your personal notepad will also make it easy for you to respond to comments.</p>	<p>If you are in need of further assistance/clarifications, gather the necessary details first from the user then inform them that you will have to confirm with your team.</p> <p>Reassure the user that they will be hearing from you after confirming/clarifying with your team.</p>	<p>Gather important details of the complaint and inform them that you will be referring them to the Customer Care Team.</p> <p>Keep a compilation of reports of all complaints for easier reference in the future.</p>	<p>Discuss with your team and your management how you can prevent the issue from happening in the future.</p> <p>ONLY upon instruction, you may be required to communicate with the client/complainant on a case to case basis.</p>

! More Tips on How To Engage is discussed
 ● in the **Phase 1 of our Life Changer Toolkit**

THANK YOU!

YOU ARE NOW ON THE ROAD
TO BEING AN ON-BRAND
LIFE CHANGER™.



Allianz PNB Life Insurance, Inc.