

Amy McIlwain

Entrepreneur. Author. Social Connector.



Social Media Success for Insurance and Financial Professionals

Monetize Linked In, Twitter and Facebook for Bottom-Line Growth

In this increasingly competitive and fast-paced profession, if you want to attract quality leads and keep your business on the leading edge, a good social media strategy is a must. Social media is fundamentally changing the way people communicate, and you can't afford to be left behind!

Let social media strategist and expert Amy McIlwain share her proven system and show you how to capitalize on the power and influence of social media in this easy-to-understand, information-packed presentation. Amy will reveal the steps you need to create a successful social media and networking strategy.

You will take away real and actionable ideas that allow you to:

- Incorporate LinkedIn, Facebook, blogs and Twitter into your marketing and communications
- Use the right marketing language developed specifically for insurance & financial professionals
- Leverage all these tools to earn more money and grow your practice
- Reach and communicate with your ideal audience — an audience already using this technology
- Position yourself as an expert and increase referrals, awareness and retention
- Advance your brand with social media in a compliance-friendly manner

You'll leave this energizing and motivating keynote armed with the real-world tools and insider knowledge you need to see immediate results from your social media networking efforts.

Featured In



AMY

MCILWAIN

Entrepreneur, author, speaker, and worldwide connector, Amy McIlwain is recognized internationally for radical new ways of thinking about Social Media, PR, marketing, advertising, and customer service. Amy launched Financial Social Media in 2010 which specifically addresses the compliance issues surrounding social media and the financial industry. With her unique background in both online marketing and financial services Amy knows which media vehicles work and the marketing language needed to deliver results, making her one of the most sought-after social media speakers in the financial industry.

Amy's content has been featured in several top financial industry publications, blogs, websites and books. (include logos) Not only has she conducted several live trainings and webinars for thousands of people worldwide, but she has also spoken at top financial conferences and events such as the Annuity Mega Meeting, NAFA IMO Summit, SFG Annuity Synopsis, and the International iStrategy Conference where she spoke on the topic of "Social Media in Highly Regulated Industries."

Book Amy for your next keynote event and treat your attendees to an exciting session that will make an immediate impact on their bottom line and improve the way they do business.

Call 800-837-6330 ext 7 or email colin@financialsocialmedia.com



READ WHAT AMY'S CLIENTS ARE SAYING ABOUT HER INSIGHTFUL TALK!

"Amy is one of the few people in the industry who truly understands the financial services marketplace! She has become the industry's expert on social media and NAFA will be working with her in 2011 to better leverage our mission and strategies through social media networks."

– Kim O'Brien
Executive Director, NAFA

"Wow. Amy introduced me to an entirely new world of networking and interaction. Her ideas are fresh and innovative, and her competence has proven her to be invaluable."

– Michael Ham
President, My Money Track

"Many people claim to understand the connection between business success in financial services and social media, but Amy is the real deal."

– Jamie Green
Group Editor-in-Chief, Summit Business Media

"With firsthand experience in the emerging field of social media that can only be an asset to you and your organization, Amy's energy and assertiveness are added dimensions to the knowledge and professionalism she brings to any task."

– Paul Garofoli
Marketing Vice President, National Western Life