



Building your brand on Instagram

5 x CONTENT IDEAS
FOR FINANCE BROKERS



Share your expertise

Improve your audience's financial literacy by explaining the ins and outs of finance and mortgage-related concepts. Use plain language, and keep it light, fun, and relatable. Be helpful without being preachy.

2.

Showcase your values

Motivational quotes serve a bigger purpose than simply bulking up your feed. Use the captions to link back to your value proposition, and showcase your values, sense of humour, personality, vibe.



Explain your services

Let people know what it is you do and how you've helped people just like them. This could be answering common questions, busting myths, or sharing case studies. Focus on benefits. Stay clear of industry jargon, unless you're explaining it.

4.

Amplify social proof

Share your testimonials, Brokermatch, Facebook or Google reviews. Carefully consider how to phrase your caption in a customer-centric way. It should be less: 'Look how good I am!' and more: 'I loved working with this customer!'

5.

Introduce the team

Provide insight into the culture of your business by introducing your team and showing some of the behind-the-scenes. To maintain your feed's polished aesthetic, keep the casual, ad hoc photos and videos to your Instagram Stories.



Need polished, engaging,
compliant content that
sounds like you?

INTRODUCING

SOCIAL BROKER



©2020 SOCIALBROKER.COM.AU