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Beacon Wealth Management
Mark S. Germain, CFP®, MBA, Founder and CEO

“How can I use social media to cultivate our business?”

By Tina Powell, Managing Member, Beacon Wealth Management

The social media hemisphere is on steroids and exploding with growth.

Thanks to the advent of the Internet, more than 2 billion world users are online and ready to do business. According to Web information company Alexa, five of the top 10 websites are social, with Facebook, YouTube, Twitter and Blogger leading the way. Expanded social networks of friends, followers and connections change the complexion of our conversations and represent a new paradigm of cultivating growth.

Social media is not a fad or another dot-com but rather a way of doing business. In 2010, 83 percent of Fortune 500 companies were using at least one social media channel to drive revenue and customer acquisition, as measured in a recent report by Nora Ganim Barnes, PhD, director of the Center for Marketing Research at the University of Massachusetts. Any enterprise can make use of some basic social media tools to expand networks and outreach, to improve customer service and public relations, to create brand awareness and equity, to increase lead generation, and to add to the bottom line. The following are a few fundamentals to help you get started:

BUILD A FAN PAGE ON FACEBOOK


By far the most popular of all the social media channels, with more than 640 million users worldwide—a number greater than the population of the United States—Facebook enables users to post status updates, articles, pictures, audio and video quite easily. A Facebook fan page allows any business,

organization or brand to set up an information hub to promote products, services and events, and to give news and communicate regularly with friends. Building a fan page is free and easy; there are even videos on YouTube to help guide you step by step.

TWEET ON TWITTER

There are 200 million Twitter users around the world, and it now comes in English, Spanish, French, German and Italian. The service is free and allows users to post 140-character updates or “tweets” that are viewable by anyone and in real time. A valid email address is the only item you need to set up an account and begin attracting followers—people, including customers, employees, prospects and centers of influence, who are interested in your products, services or activities. A tweet will cost you nothing and allows you to send out quick messages and to stay connected and relevant.

CREATE A LINKEDIN PROFILE

LinkedIn is the world’s largest professional network, with more than 55 million registered users. The site allows users to build an online LinkedIn profile or professional identity, which summarizes career accomplishments and history and allows members to connect to colleagues, friends and associates. A LinkedIn profile is available at no charge. Once set up, you can build your industry network, promote your expertise and corporate events, ask for referrals, and join discussion groups. 

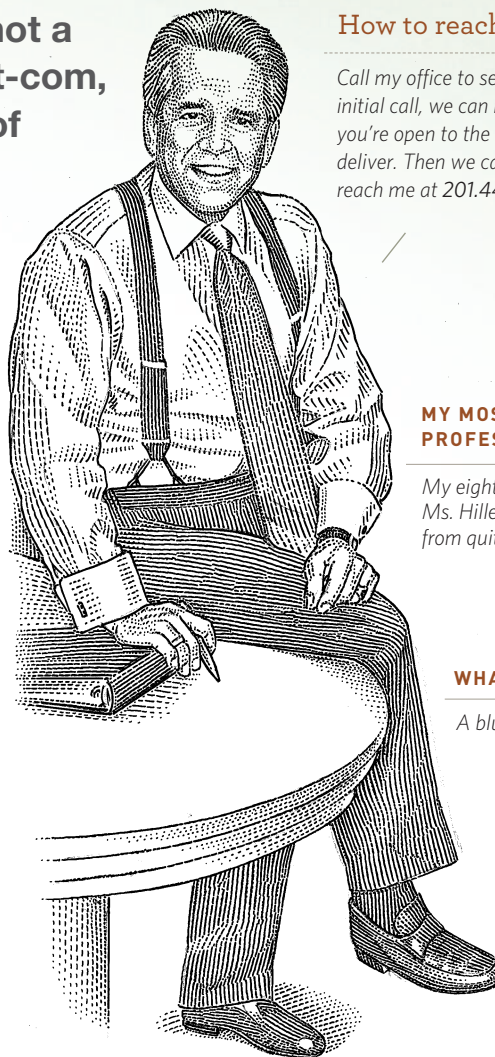
SOCIAL MEDIA ROI

To effectively manage your social media channels and measure return on investment, consider using a social media dashboard such as Hootsuite or TweetDeck. They integrate with Facebook, Twitter, LinkedIn and Wordpress and allow you to post updates, publish and schedule messages to multiple networks, launch campaigns and measure results.

The main benefits of a social media dashboard are time management and organizational efficiency. Even though social media services are “free,” there is always an operational cost. Consider hiring an expert to maximize the opportunities.

“Social media is not a fad or another dot-com, but rather a way of doing business.”

– Tina Powell



How to reach Mark S. Germain

Call my office to set up a phone consultation. In an initial call, we can make sure our values align and that you're open to the high level of customer service we deliver. Then we can determine next steps. You can reach me at 201.447.9500.

WHAT MAKES A GOOD WEALTH ADVISOR...

A blunt, honest and client-focused listener

MY MOST INFLUENTIAL PROFESSOR/TEACHER...

My eighth-grade art teacher, Ms. Hillerhouse. She saved me from quitting.

WHAT MAKES A GOOD CLIENT...

A blunt, honest and inquisitive mind

About Mark S. Germain

Mark S. Germain is the founder of Beacon Wealth Management. A relentless tactician, Mr. Germain has managed his clients' financial lives with passion and precision for more than 26 years. In addition to his work building wealth management strategies for professionals, Mr. Germain educates professionals on all facets of asset protection, investment growth, tax reduction and financial planning. After completing his BS degree in economics and accounting, Mr. Germain earned his MBA degree in finance and taught accounting at Northeastern University. He is currently an adjunct professor at Fairleigh Dickinson University where he teaches CFP candidates the financial planning process.

Assets Under Management
\$328 million

Minimum Fee for Initial Meeting
None required

Minimum Net Worth Requirement
\$1 million

Largest Client Net Worth
\$50 million

Financial Services Experience
26 years

Compensation Method
Asset-based, fixed and hourly fees

Primary Custodian for Investor Assets
TD Ameritrade

Professional Services Provided
Planning, investment advisory and money management services

Association Memberships
CFP, FPA, IMCA

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