



## Financial Advisor Kim Gaxiola Builds Business with Social Networking

*Uses Socialware Voices to Expand Social Media Presence, Share Information, and Retain Clients*

*"Social media is my primary marketing medium to connect with existing clients and create opportunity for new clients. There's a certain openness and approachability in social media use that gives my clients assurance that they can stay in touch with me."*

**Kim Gaxiola, Financial Advisor**

### **Gaxiola's Challenge: Harnessing Social Media to Serve Clients and Grow Her Practice**

Veteran financial advisor Kim Gaxiola makes social media a centerpiece of her business. She first explored social networks by setting up a LinkedIn account in 2007, but her previous firm gave her no way to leverage that presence by participating in discussions or initiating conversations. She knew she was missing key opportunities to connect with clients and prospects.

When she began to look for a new broker dealer, Gaxiola specifically targeted a company leading the way in social media. Her new broker dealer partnered with Socialware starting in 2010 to ensure that its advisors can participate in social networks to cultivate existing clients while attracting new business—all while remaining compliant with regulations. Gaxiola now uses Socialware every week to support her involvement on LinkedIn, Twitter, and especially Facebook.

### **Replacing Traditional Outreach with Social Media**

*"I'm not spending any money on advertising in traditional settings. For the past two years, I've seen no need to create brochures or other traditional marketing collateral." ~ Gaxiola*

Socialware's Voices application provides Gaxiola a dashboard tool to populate her social media feeds with pre-approved content. These efforts require only a modest investment of time. On Mondays she spends about an hour to prepare an economic update as well as a weekly riddle that has become popular with her audience. During the rest of the week, she uses social networks for about 20 minutes per day to stay in close contact with her current clients and promote growth in her book of business. Socialware seamlessly archives all interactions to satisfy compliance review requirements.

Gaxiola finds social media particularly useful for allaying clients' concerns about market volatility. During the tough economic conditions of 2008 and 2009, she addressed market events only as quickly as she could pick up the phone and call 100+ households individually. By contrast, Gaxiola was able to address similar concerns during 2011 via her Facebook page with timely updates and content that spoke to the current economic climate.

Social media allows Gaxiola to communicate much more often and at much greater scale with clients, especially since her client base is divided between Illinois, where she started her practice, and California, where she lives now. She still enjoys using the phone to stay in touch, but more and more of her clients are opting for a digital connection.

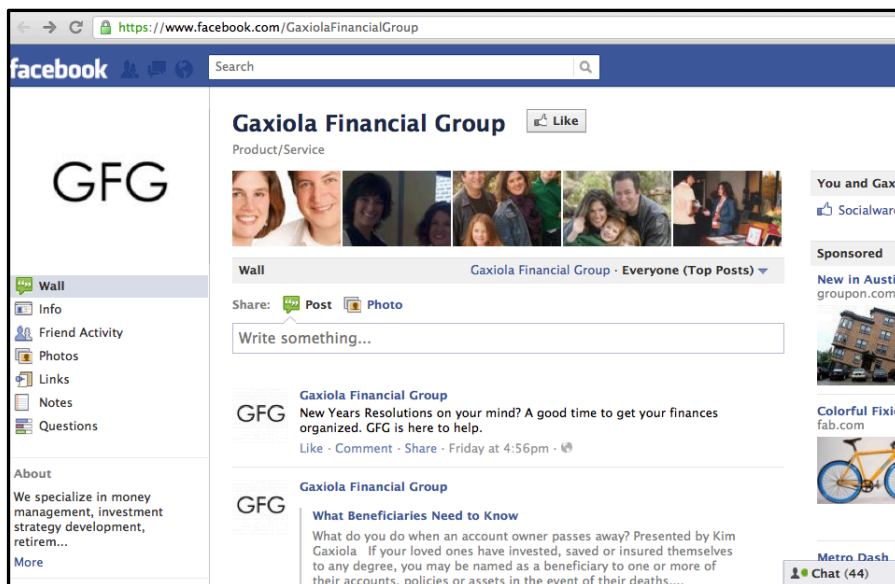
## Winning New Business through Social Media Connections

*"The more [financial advisors] can connect with people through their preferred mediums, the richer and stronger the relationships will be. And if you won't communicate with them through their preferred mediums, they'll find someone who will." ~ Gaxiola*

Regular use of social networks has also helped Gaxiola expand her book of business. In one instance, she befriended the daughter of an older client after the daughter visited Gaxiola's Facebook page. When the daughter needed a financial advisor, she naturally sought out Gaxiola because of the connection they had already established through social media.

Gaxiola points out that the basis for connection can be "something as simple as posting a status update from a national conference," which shows clients how she continues to build her expertise to serve them better. Clients also appreciate content that is not business-related. Gaxiola says that about one-fifth of her social media status updates relate to personal topics such as her children or the challenges of being a working mother, and that these comments draw a highly favorable response from her audience.

The financial world is changing rapidly, and many clients say they are looking for more connection with the financial professionals who serve them. In particular, they want to know that their advisors really care about their concerns. Forward-thinking advisors like Gaxiola are using Socialware tools to manage their social media involvement so they can develop and maintain close connections with today's financial clients.



*Financial advisor Kim Gaxiola uses Socialware products to support her use of Facebook and Twitter to connect with clients and prospects.*