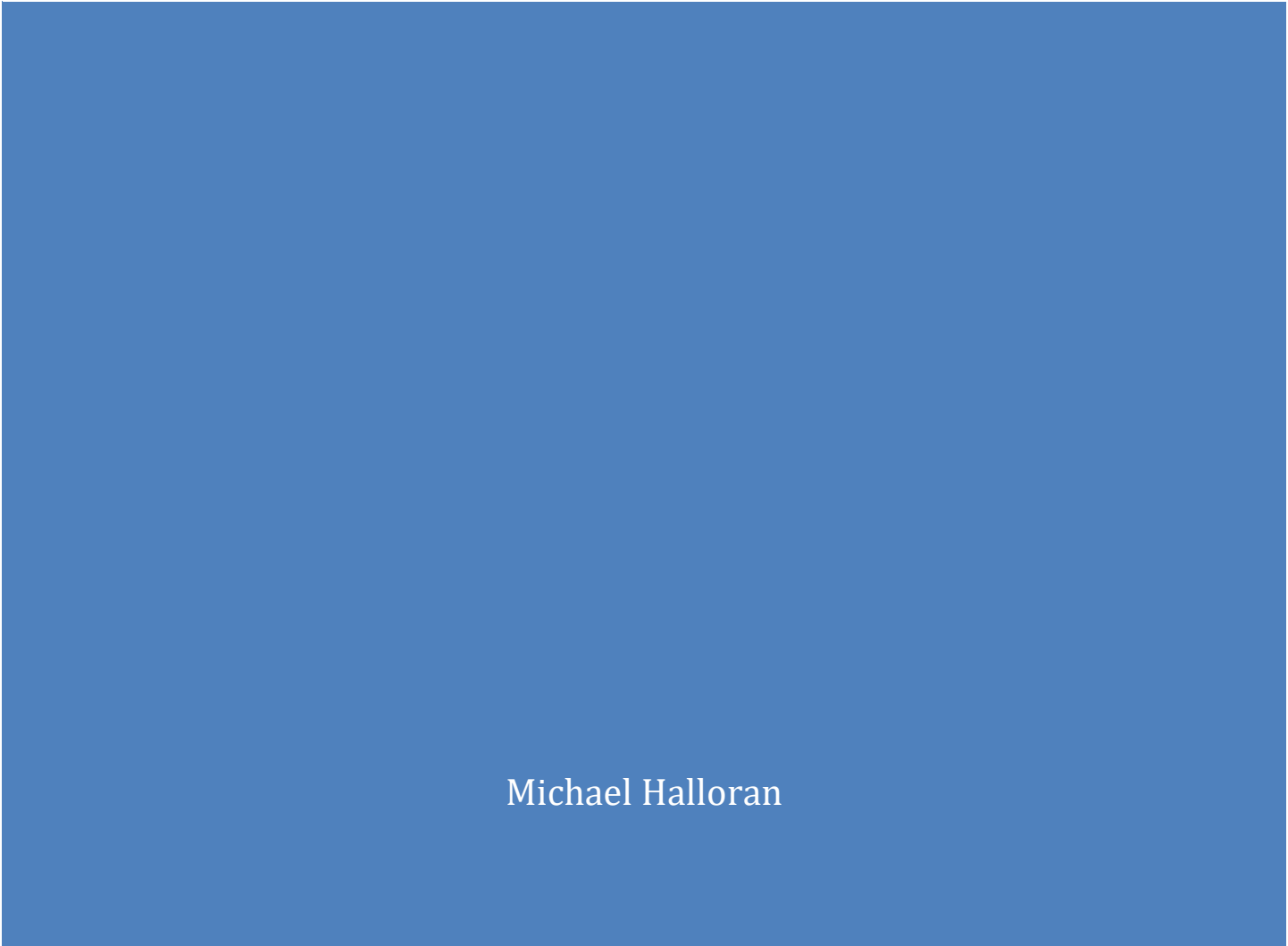




SOCIAL MEDIA EXAMPLES



Michael Halloran

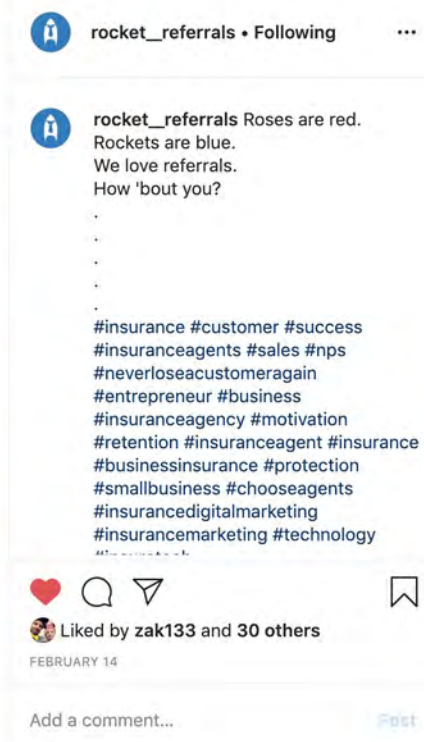
Note to reader:

I generally select the photos/pictures, ask our videographer to do a shoot, or sometimes take them myself.

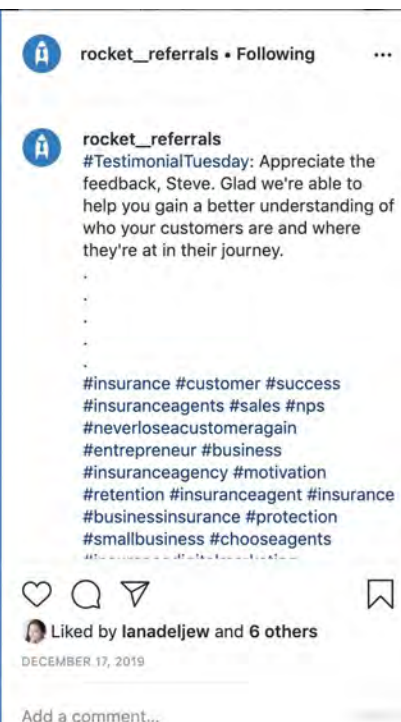
However, while I write all the text, any graphical elements in the following examples were made by the designer on my team at my request.



Valentine's Day (Instagram)



Testimonial Tuesday (Instagram)





Rocket Referrals

18 October 2019 · 🌐



Reviews ≠ Testimonials... in fact, they're pretty different. Take a look at what sets them apart.

Testimonials	Reviews
	
 Gathered, owned and managed by the business that provided the service or product.	 Collected and managed by a third party, without the business being involved in the process.
 Displayed on the business' website or in other marketing material.	 Displayed through a third-party site or widget.
 Usually, a business asks for a testimonial directly from its best customers, so the feedback is more likely to be positive.	 Reviews are given spontaneously, can be anonymous and may be good or bad.
 The business can choose which testimonials to showcase (more subjective).	 The business is unable to choose which reviews are shown (more objective).
 Testimonials are great for retention.	 Reviews are fantastic for getting discovered online.
 ROCKET REFERRALS	

Testimonials Vs. Reviews (Facebook)



rocket_referrals • Following ...

rocket_referrals We live and breathe NPS... that is, the Net Promoter Score. But we're also big fans of the other NPS: the National Park Service. We hope you get a chance to experience the great outdoors this summer. In the meantime, here's a little Yosemite to keep you going today.

♥ 💬 📌

Liked by ihazidea and 31 others

JUNE 21, 2019

NPS (Instagram)



rocket_referrals • Following ...

rocket_referrals Are you still sending thank you cards like it's the Dark Ages? Yikes. We can automate the whole process for you—and keep that special, handwritten touch. Click the link in our bio to learn more.

#insurance #customer #success #insuranceagents #sales #nps #neverloseacustomeragain #entrepreneur #business #insuranceagency #motivation #retention #insuranceagent #insurance #businessinsurance #protection #smallbusiness #chanceagents

♥ 💬 📌

25 likes

APRIL 15, 2019

Add a comment...

Dark Ages (Instagram)



Rocket Referrals

2 March · 🌐



#EmpowerWomen



Nick Berry, Matthew Smith and 8 others

1 comment



Like



Comment



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