



# Effective Prospecting through Social Media

Prospects and advocates are best discovered via social media. Trading Representatives can acquire new leads and have a higher rate of personal success in achieving sales target leveraging through social media marketing.

This workshop provides actionable prospecting and personal branding strategies via popular social media platforms today.

Singapore Exchange

## Learning Outcomes:

- Create a strong personal branding on social media as a Trading Representative
- Empower Trading Representatives to become a key person of influence in the marketplace
- Connect with more prospects for investment opportunities
- Recruit more followers through a systematic social funnel on social media

## Methodology:

Presentation,  
Discussion, Practice

## Prerequisite:

At least one social media  
account and have some  
online experience

## Duration:

2 days

## Course Fee:

\$600

## Course Outline

### Day 1

#### Morning

- 1.1 Social Media Best Practices in Offering Financial Insights, Market News and Sharing on Fundamental and Technical Analysis
- 1.2 Social Interaction with Prospects and Client
  - Social Code of Ethics through social media
  - Promoting yourself on social media following the Singapore Code of Advertising Practice for Financial Services and Products
  - How to protect client's privacy under Personal Data Protection Act (PDPA)

#### Afternoon

- 1.3 Steps to Easy Lead Generation Through a Survey
- 1.4 Create a Strong Personal Branding and Professional Identity on LinkedIn

### Day 2

#### Morning

- 2.1 Creating Your Fan Page on Facebook with Influence
- 2.2 21 Ways to Create Financial Content About Market Trends and News
- 2.3 Effective Microblogging Strategies for Attracting Investors

#### Afternoon

- 2.4 7 Ways to Manage Online Investment Conversation
- 2.5 Extending your Investor Social Network systematically
- 2.6 Handling Negative Comments in the Financial Market with Poise
- 2.7 How to Protect Yourself with Proper Messages And Disclaimers

## Trainer Profile



**Andrew Chow** is a passionate social media and public relations strategist, entrepreneur, speaker and author. Based in Singapore, his insights into social media strategy, public relations and entrepreneurship have made him a choice selection for workshops and speaking engagements across Asia. His mission is to educate professionals on how to leverage social channels for tangible results. Andrew's career of 28 years has seen him work with an array of clients, including AXA Insurance, Abbot Medical Optics, Singtel and Sony Pictures.

Andrew had more than 300 interviews and features about him or his business since 2005 from more than 40 local and regional media.

Founded IDEAMART (S) PTE LTD in 1994, Andrew won the Spirit of Enterprise Award in 2008 and the Successful Entrepreneur Award in 2010. Graduated from Thames Valley University, Andrew is fondly called "ideasandrew" in all his social media connections. Currently, Andrew is a Professional Member in the Asia Professional Speakers - Singapore (APSS) and also served as its President from 2012-2013.

He is the author of 2 bestsellers – Social Media 247 and Public Relations 247. Personal Branding 247 will be published in February 2016.

## Funding

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