



# Social selling is as easy as 1-2-3

## Templated social media content for Delta Dental brokers selling individual plans off-exchange

We've made marketing your unique individual plan broker link even easier! Use your existing social media channels to post the content below and drive more sales.

Need to find your unique broker link? Log in to your online account and select the Business information tab. Then, choose the Links section after your business information. If you can't find your link or need more guidance, email us at [producerservices@delta.org](mailto:producerservices@delta.org) or call **866-760-4080**.

### Step 1

Click on one of the graphics below and save the image to your computer. Images below are compatible with Facebook, LinkedIn and Twitter.



### Step 2

Select one of the post copy options below to include with your image of choice.

- Having a healthy smile doesn't have to break the bank. I can help you find the right individual dental coverage that fits you and your budget. Get a quote here:  
[\[INSERT YOUR LINK\]](#)
- Friendly reminder: Have you gotten your dental check up this year? Get a quote for individual dental plans here:  
[\[INSERT YOUR LINK\]](#)
- Let me help you find an affordable individual plan with a dentist you can trust. Get an instant quote today: [\[INSERT YOUR LINK\]](#)



### Step 3

Post the combination image and copy on your channel of choice! Be sure to copy and paste your unique broker link into the post. See below for detailed directions on posting:

- [Facebook](#)
- [LinkedIn](#)
- [Twitter](#)

### Tips and tricks

**Social selling isn't an exact science, but with the best practices below you can be on your way to sales stardom.**

- Insert one or two relevant hashtags at the end of your post, e.g. #wellness, #insurance, #openenrollment.
- To show variety in your posts, try out different combinations of the main three elements: graphic, post copy and hashtags.
- If anyone leaves comments or shares your posts, be sure to like and reply. Engage with your audience in a positive and supportive manner.
- Posting on social media with regular cadence encourages your network to stay tuned to your regular updates. To help your sales content stand out, be sure to post non-sales content regularly as well. Share updates in your personal life, daily inspiration or share content from our [wellness library](#).
- To increase visibility for your post and create additional engagement opportunities, share your post to any Facebook or LinkedIn group that you may belong to (where appropriate).
- Do not add to or amend content included in this guide.

Do you have any feedback or questions? Let us know what you think of this social selling kit! Contact us at [producerservices@delta.org](mailto:producerservices@delta.org).