

## Paul C. Ragone, Leveraging Facebook to Grow Business



**Paul C. Ragone**  
Investment Advisor Representative  
Ragone Wealth Management  
Woodbury Financial Services  
Knoxville, TN

When it comes to social media, Paul Ragone, a Woodbury Financial advisor since 2003, sums it up best:

"Facebook provides an opportunity to stand out. It allows me to distinguish myself as a financial advisor. Since there is not much competition on this front, it gives me a competitive advantage. I treat Facebook as an extension of my advertising efforts. Targeted communications with clients and prospective clients will continue to play an integral role in my business-growth strategy. I am committed to communicating with my clients in the manner that reflects their preference. Since my clients have embraced social media, so have I."

### Initial Facebook experience

Paul continues, "When I learned that Woodbury Financial was looking for social media pilot participants, I immediately signed up. This gave me a chance to understand how a client-focused, compliant social media platform could impact my business. My original goal for Facebook was two-fold:

- 1) Develop a high-level plan to keep myself in check when it comes to delivering content.
- 2) Drive traffic to my business website.

When I felt comfortable with my Facebook process, I decided to take my efforts to the next level by starting an advertising campaign."

### Facebook ads — delivering results, driving Internet exposure

When Paul began using Facebook ads, he did it in an organized way. His approach included running a variety of ads and measuring their effectiveness, based on:

- Content of the ad
- Time the ad was posted
- Target audience

Paul spent \$1,000 on five ads. Two worked better than the others. It was important to Paul to understand why. He explains, "As an advisor who leverages Facebook ads, I have a split second to capture the readers' attention. Using ads that resonate with the public is the key."

### Paul's best practices for Facebook ads

- Select words carefully – every word counts. You have 140 characters per ad. Choose wisely.
- Reference the city you live in. Including *Knoxville* in the first two words within the ad itself made readers feel an instant connection with me, as opposed to starting the ad with a general statement.
- Consider your target audience, apply filters, and remain focused on whom you are addressing. I went for local readers, in the 50+ age group, home owners.

When asked what didn't work in his ads, Paul states: "In addition to ads that didn't include the word *Knoxville*, I haven't been successful with offering a free give-away, such as a downloadable Money-Saving resource."

## Client success stories fuelled by Facebook advertising

Since adopting advertising, Paul has experienced the following outcomes:

**Scenario 1** — Pre-advertising, monthly traffic to Paul's business website typically amounted to 300+ web views. After the ads started running, traffic consistently has been exceeding 1,000 hits. What an impact!

**Scenario 2** — A local Facebook user, who was approaching retirement, saw Paul's advertisement. The below ad brought her to Paul's company website, which includes a step-by-step process used by Paul to interact with his clients. She liked the process, called Paul, and requested an appointment.



**Scenario 3** — Last year, when the media was filled with Fiscal Cliff messages, Paul reached out to his clients with a timely article on this topic, simply by sharing a pre-approved article in the MarketingLibrary. The message was well received. A woman, who recently

started following Paul's Facebook Page, commented that she was worried about the situation and thanked Paul for reaching out to her with words of encouragement and professional advice. An appointment was set, and a new client is in the works.

**“Facebook provides an opportunity to stand out and distinguish myself as a financial advisor. Since incorporating Facebook ads, the traffic to my business website increased tri-fold.” ~ Paul Ragone**

### What's next for Paul?

What is Paul contemplating on leveraging in his ads in the future? “Offering a second opinion – a free hour-long consultation. I haven't completely given up on giveaways. I may try this strategy again. This time, I'll offer a free Loring Ward portfolio gap analysis. I look forward to seeing how both resonate with readers,” adds Paul.

Although Paul focuses on Facebook as his primary social media platform, he is exploring LinkedIn opportunities next. For example, he became a member of LinkedIn's Knoxville Business Builders group. He is also considering other small networking groups which could, potentially, lead to new opportunities.

## How does social media fit into Paul's overall marketing?

“It boils down to communicating on a regular basis. Though I now predominantly use Facebook, since some of my clients don't leverage that platform, I also send monthly emails with articles.

I re-post these articles on Facebook and on my company website. It's all interconnected and drives readers toward my business site. I use an Emerald website platform and leverage the content to keep my website fresh and current. I also post MarketingLibrary articles on my site. They are relevant to what my clients are looking for.”

### Partnership with Woodbury Financial

“As a member of the U.S. Planning Group and President of Ragone Wealth Management, I have the best of both worlds. I benefit from the unique opportunities being a member of our group provides, plus I leverage the support of Woodbury Financial subject matter experts. Everybody on my team

appreciates having the freedom of choice and ability to run our practice our way, by focusing on our clients' needs. We look to Woodbury Financial to keep us up-to-date on market changes, and regulatory trends, offering training opportunities, and helping us leverage technology solutions.

### On a personal note

When Paul isn't busy growing his practice, he spends time with his family: wife Leigh Ann, son Anthony, and daughter Maria. The children keep them

busy with hockey tournaments and horseback riding lessons. Paul likes to play golf and enjoys bike riding. He also looks forward to the annual family reunions.

Community is important to Paul. He remains engaged in the local Knights of Columbus group, because people matter.

*We thank Paul for his dedication to his clients and congratulate him for being proactive and embracing the social media platform.<sup>1</sup>*

<sup>1</sup> As with all advertising, you are required to obtain Woodbury Financial's Ad Review approval prior to using any material with your clients. Woodbury Financial has prepared this material based on our understanding of the regulations and services provided at the time of issue. Refer to the firm's Social Media and Communications With The Public policies for details.

## Resources

- [Read social media tip](#) – Facebook Advertising
- Learn how to [incorporate social media into your practice](#)
- Leverage pre-approved content