

Marketing Tips

FOR ACTUARIAL CLUB EVENTS

- Post events on LinkedIn (LI) groups including SOA professional interest section LI groups (for events related to that practice area). Also, go onto LinkedIn and under groups, type in a keyword in the search area for groups related to your topic. Join those groups; then post an item in the news or discussion areas.

Here are the SOA professional interest sections with LI groups:

Actuary of the Future

Will go live soon

Financial Reporting

<http://www.linkedin.com/groups?mostPopular=&gid=2276192>

Entrepreneurial Actuaries

<http://www.linkedin.com/groups?mostPopular=&gid=2932342>

Investment

<http://www.linkedin.com/groups?mostPopular=&gid=2768363>

Joint Risk Management

<http://www.linkedin.com/groups?gid=3819096&mostPopular=&trk=tyah>

Long-Term Care Insurance

<http://www.linkedin.com/groups?mostPopular=&gid=2768897>

Marketing & Distribution

<http://www.linkedin.com/groups?mostPopular=&gid=2932326>

Pension

<http://www.linkedin.com/groups?mostPopular=&gid=3320437>

Reinsurance

<http://www.linkedin.com/groups?mostPopular=&gid=3026693>

Technology

<http://www.linkedin.com/groups?mostPopular=&gid=1895242>

- **Post events on the LinkedIn calendar** (This calendar is on the lower right hand corner of the LI homepage. Click on browse events; then add an event. Once you've added an event, you can recommend that event to anyone who you're LinkedIn with. So, if you're LinkedIn to actuaries in your area, you can recommend that event to them.)
- **Search online or via word of mouth for other groups** who may have members that would be interested in the topics you cover. Develop a relationship. Offer to promote one of their events to your members if they do the same for you. Ask if they'd post a link to your club on their website and in exchange offer them the same.



Actuaries

Risk is Opportunity.®

- **Create a signature line** on your personal email account that lets people know about your club and how to find out more.
- **Facebook page**
 - www.facebook.com
 - Cross market Facebook on Twitter and vice versa.
 - Post YouTube-style video testimonials to talk about the benefits of the club;
 - Post short videos (very short—one minute) of activities
 - Under information page, post written testimonials about the club
 - Share info about upcoming events, activities, what you're working on, new members, goals, achievements etc.
 - Create dialogue on topics of interest to club members
 - Post pics of events
 - Link to articles your members will be interested in
- **Twitter account**
www.twitter.com (see Facebook)
- **Post events on Best's Review event calendar:**
To add event:
<http://www3.ambest.com/review/convsearch/regmtgconv.asp>
To view calendar:
<http://www3.ambest.com/review/convsearch/meetsrch.asp>
- **Look for regional calendars such as Crain's Chicago Business** (Chicago Events)
<http://www.chicagobusiness.com/cgi-bin/submitEvent.pl>
- **Post on International Insurance and Reinsurance calendar:**
<http://www.reinsuranceevents.com/public/AddEvent.aspx>
- **Post on National Underwriter**
<http://www.lifeandhealthinsurancenews.com/Pages/Events.aspx?key=December>
- **Post on the Wall Street Calendar**
<http://www.wallstreetcalendar.com/>

