

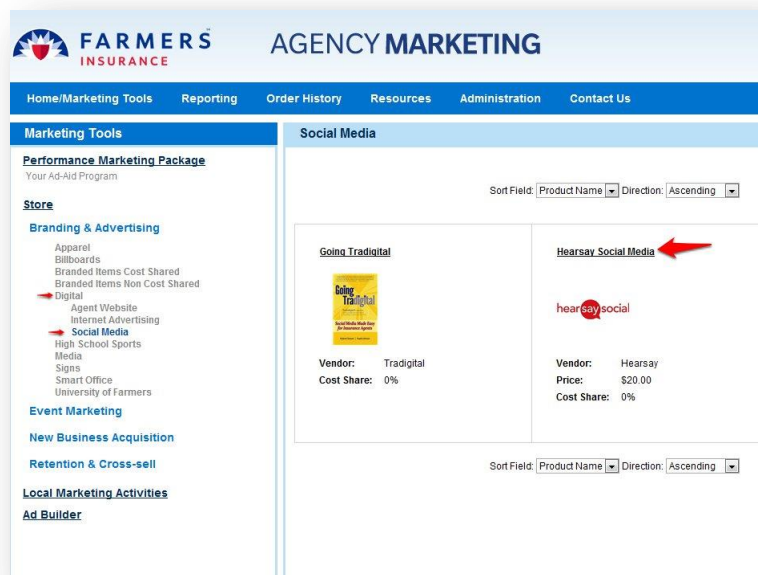
Signing up for a Hearsay Social Account

For agents who would like to purchase a subscription to Hearsay a-la-carte

Step 1: Log into the Agency Marketing store from the Agency Dashboard



Step 2: Select the Digital > Social Media, under **Branding and Advertising**. Then click the link in Hearsay (as below)



Step 3: Select Purchase

The screenshot shows the Farmers Insurance Agency Marketing interface. The top navigation bar includes 'Home/Marketing Tools', 'Reporting', 'Order History', 'Resources', 'Administration', and 'Contact Us'. The main content area is split into two columns. The left column, titled 'Marketing Tools', lists various services under 'Basic Marketing Package', 'Store', 'Branding & Advertising', and 'Event Marketing'. The right column, titled 'Product Details', features the 'hearsay social' logo and a description of the service. Below the description, the following details are listed: Vendor: Hearsay, Price: \$20.00, and Cost Share: 50%. A 'Purchase' button is visible at the bottom right of the product details section.

Step 4: Follow the on screen prompts to finalize your order and hit "submit."

The screenshot displays the 'Subscription Order Form' with several sections:

- AGENT INFORMATION:** Fields for Agent Name, Agent ID, Address, and Preferred Phone.
- ORDER DETAILS:** Fields for Order Date (1/13/2014), Submitted By, and Subscription Period (1/13/2014 - Until Cancelled).
- PRODUCT INFORMATION:** Includes the 'hearsay social' logo and a table of purchase details.

Purchase	Description	Price/Month	Eligible %	Monthly Cost Share
Monthly Social Media Services		\$22.00	50%	\$11.00

- PAYMENT INFORMATION:** A 'Monthly Folio' field with the value 22.00 and a 'Purchasing Balance' field.
- DOCUMENTATION FOR VENDOR:** A section for uploading files, including a 'Description' field, a 'File' field with a 'Choose File' button, and an 'Upload File(s)' button.

A green 'Submit' button is located at the bottom left of the form.

Step 5: Once completed, you can now sign into your account from the main Agent Marketing store, or bookmark the following link: <https://login.hearsaysocial.com/43/login/>

Home/Marketing Tools Reporting Order History Resources Administration Contact Us

Marketing Tools

Performance Marketing Package
Your Ad-Ad Program

Store

Branding & Advertising

Event Marketing

New Business Acquisition

Retention & Cross-sell

Local Marketing Activities

Ad Builder

NEW in the
LOCAL MARKETING ACTIVITY HUB

All approved submissions will receive
50% co-op funds

Order your
High School Sports Sponsorship Packages
through the Marketing Store and use co-op funds instead of cost
share for the 50% match

Community Festivals • Affinity Events • Charity Sports Tournaments • and more

Need Help? Click here for Training Resources

Fund Available*

Message Center

2015 SMART FFR PROMOTION
February 1, 2015 – February 28, 2015

Activate FFR SMPs for a chance to win a \$10
Marketing credit, an Apple TV or other great!

Previous Account Management

Power Analytics Hearsay Social