

# MARKETING MADE



*Advisor Success | Market Research | Monthly Updates*



## Start 2021 Off Right By Maximizing One of Your Most Important Digital Marketing Tools

*Happy New Year from the Marketing Team at Advisors' Academy!*

Last month, we discussed the importance of digital marketing as we move into 2021 still dealing with much uncertainty about COVID-19 — and how it will impact the global economy and financial markets moving forward.

Since digital marketing will play an increasingly important role in our success in the new corona-economy, we'd like to follow last month's article by talking about one of the most important components of your digital marketing efforts: your website.

As you know, first impressions are very important. Often, your website will be one of the first places prospects will go to learn more about you. If your site has content on there that hasn't been updated in a while, or you have pictures on there that are from many years back, it might not make the best first impression.

For example, Matthew Johnson recently appeared as a guest on [\*The Income Generation\*](#). During his interview, M.J. shared creative way to explain BDCs. Well, a high-net worth NewsmaxTV viewer in California was so impressed that they decided to look Matthew up online.

They must have liked what they saw on the Johnson Wealth & Income Management homepage site because once they visited it, they filled out a form to requesting to be contacted. Talk about a great example of attracting and not chasing!

Examples like this highlight why it is so important to make sure your site looks polished and up-to-date. With that said, here are a few things you can do to help improve the overall effectiveness of your website as a marketing, branding, and prospecting tool.



## 8 Simple Ways to Update and Maximize Your Website's Effectiveness:

1. Double check the copy on your site to make sure it's up-to-date and that you haven't overlooked any typos. Make sure your headlines and copy include keywords and phrases that can help attract organic traffic to your site—aka search engine optimization (SEO).
2. Update and edit your calendar to include the dates of any upcoming webinars.
3. Make sure the pictures and images on your site are somewhat recent.
4. Make sure to include "Image Alt Text" for the images on your site. In addition to making sure your copy is optimized for SEO purposes, there's a way that your website images can help attract more organic traffic to your site. Alt text, or "alt tags", are the written text that appears in place of an image on a website if the image fails to load on a user's screen. Not only can this text be helpful for screen-reading tools that describe images to visually impaired readers, but it can also help to improve your ranking on search engines like Google. In most content management systems, you can click on the image to be able to create or change an image's alt text.
5. Remain active on Google Analytics. Here's some information on Google's free online [Analytics Course](#).
6. Blog frequently. If you have a blog, make sure to post new content frequently. If you don't have a blog and would like to start one, perhaps you can gain inspiration from the blogs posted in the [News You Can Use section](#) of [TheRetirementIncomeStore.com](#). Keep in mind that blog posts should be at least 500 words in length and include keywords that your prospects might be searching for related to your practice. [WordPress](#) offers helpful insights on starting your own blog.
7. Make sure the reports and resources you offer on your site are up-to-date and relevant to current times. For example, if your content talks about a rising interest-rate environment, it might be time to update that report.
8. Make it easy for prospects to take action. Make sure your correct phone number is displayed prominently on your site and that visitors can easily find and fill out the form to provide their information to schedule an appointment.

By taking some time right now to make these minor updates and improvements to your website, you can greatly improve your ability to generate traffic that attracts the right prospects to your site and your practice.

## MegaHit Advisor

# Gary Osing

## Vice President



Each month, we like to feature an advisor that's doing great work out in the field. This month, we've decided to feature none other than Gary Osing, Vice President of McAdams Group, LLC in Cordova, Tennessee.

Gary has been with Advisors' Academy since 2011, and in that time he's become one of our most consistent producers. With the ever-changing landscape of marketing, Gary has been able to continually adapt to new challenges, including the new corona-economy that we live in. Recently, he's been working on updating his success with the Sales Process to maximize his potential and reach

his AUM and FIA goals for the past year, and has been doing exceptionally well. Primary coach Rick Bates had this to say about his Gary's efforts:

*"Gary has been in the business for a while, but that hasn't stopped him from getting back to basics with the Sales Process. He consistently works on improving his skills and it has shown in his production from the past year."*

Well done, Gary! You're an example that proves no matter how long you've been in the business, you should never stop trying to get better. We wish you a safe and successful 2021!

# Marketing MVPs:

## Desiree Wyatt and Richard Hanna



**Desiree Wyatt** is our new Marketing Communications Coordinator and also handles Project Management for our department. An alumni of Barry University, she graduated with a Bachelor's degree in Public Relations. After college, Desiree worked at a PR agency that specialized in hospitality and tourism for over two years. Just prior to starting at Advisors' Academy, she worked for the Yello Creative Arts Center and the Food For Health Foundation where she handled marketing, social media, copywriting, and event planning duties.

Desiree now handles all of our email marketing campaigns implementation, and acts as our project manager while also in charge of lead tracking and reporting for our marketing department. Desiree says that her previous experience has helped her by giving her the necessary knowledge to succeed when it comes to email marketing and how to properly manage the project aspect of the department. Desiree likes the challenges that this position presents and has proven more than capable of handling any curveballs thrown her way. In her spare time, she loves Disney, writing, and spending time with her two dogs.



**Richard Hanna** is our new Social Media Specialist. He attended Florida International University and has a Bachelor's in Liberal Studies. After graduating, Richard worked at Planet Air Sports, where he was the head of their social media department. He then went on to work for The Christmas Palace in the same role before working at Beauty Angels Academy as their marketing director. In that position, he ran all of their campaigns, put together marketing plans, and led a team of eight employees.

As the Social Media Specialist for AA, he handles all of the various social media pages for our companies (AA/RIS/SIS), tracks engagement, develops copy for posts. Richard is in charge of helping our advisors create their social media pages and coaches them on best practices to best utilize this medium to their advantage. He is also working closely with our Broadcast Department in helping improve our YouTube page for The Income Generation and is one of the main team members handling the development of our new Retirement Income Store channel. Richard thinks it's a great work environment and is eager to expand our social media presence through the various campaigns we've been running. In his spare time, he likes to play basketball, soccer, and hang out with his friends.