

MARKETING MADE

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Email Nurtures: Turning prospects into customers

Turning website visitors into leads is an important step in building a successful practice. However, once you have those leads, you need to nurture them to turn them into clients. Visitors that hand over their email details are some of the easiest to convert, since they have already indicated they are interested in what you have to say.

Creating email nurturing campaigns can be intimidating at first. There are several issues to consider:

1. What is your email list privacy policy?
2. What 3rd party email service will you use? iContact or other service provider?
3. How many emails will you send during the nurture campaign, and what will the emails say?

Below are tips that will help you to run a successful campaign.

What Makes Good Email Nurture Campaigns?

A good campaign targets your audience and keeps them interested. Your goal with your email campaign is to keep your brand message at the forefront of your customer's minds for an extended period of time. With each message, you build up goodwill and brand recognition. You aren't aiming to sell with every email you send. Many messages will be educational, designed to create a need for your service or answer a question. Over time, you will gradually build up interest until you reach the point where they become clients.

How Many Emails Should You Send?

The number of emails you send and the frequency with which you send them will depend on the type of person you are targeting. Financial planning is a personal journey for everyone; it can take several months to lead a buyer through the conversion funnel. This should be taken into account when designing a nurture campaign. The campaign should last for the average duration of a prospective buyer's decision-making process.

Make sure that you send out emails consistently during the nurture campaign. Front-load the funnel, sending emails frequently during the first few weeks after the buyer signs up for your emails, then slow down communications over time. However, even when you send emails slowly, you should send them on a consistent schedule. This will help to ensure that your subscribers do not forget they joined your list and will prevent your emails from getting marked as spam.

Content Matters

Your emails should be clear, concise, easy to read, and written with your target audience in mind. Make sure that your emails are easy to read. Consider the device your prospect will be viewing your email on as well (desktop/laptop/phone/tablet), as this might affect content.

Grow Your Email List

The easiest way to grow your email list is to offer a free gift such as reports, newsletters, and educational events. Segregate lists so existing customers get different content than prospects. This way you have an opportunity to upsell or obtain referrals.

Don't get discouraged, as it may take months to see results from your email nurture. However, in the end, it's worth the effort if it means you'll be bringing in new clients.



Tips to Help You Harness the Power of Social Media

If the recent GameStop stock mania has shown us anything, it's that social media can be a powerful force in today's digital age. That's why this month we're sharing some helpful tips from our Social Media Specialist, Richard Hanna, to help you make the most of your social media efforts.

Richard has nearly a decade of experience with social media and digital marketing. In his short time here, Richard's diverse experience has helped us revamp and improve our social media program to include more engaging video content. Richard has also been keeping busy with the upcoming launch of The Retirement Income Store's YouTube channel.

Now that you know a little bit about Richard, let's get to the good stuff.

4 Steps You Can Take to Boost Social Media Engagement

Social media represents a great opportunity to build and strengthen relationships with your prospects and clients. However, for it to work properly, you need to keep a few things in mind.

1. Make Sure You Are Active

If you are not active and only post content on your social media account once a month, your followers will quickly lose interest and move on. That's why it's important to post new content on a regular basis. When your followers engage with your post, make sure to take the time to comment and respond to their questions. Answering their questions can be a great way to build trust for your brand. Keep in

mind that although social media can be a great way to attract business, not every post should push a product or service. Keep it informative and fun, and the sales will follow.

2. Post Videos Speaking Directly to Your Followers

A video can be much more helpful than a picture or infographic when it comes to building trust. Yes, informative images that educate your prospects and clients can be helpful in building a following. But, if you are serious about using your social media to attract new business, few things will help you establish the emotional connection needed to build trust and rapport as a video of you speaking directly to your prospects. Remember to keep it short and sweet.

3. Comment Where Appropriate

Although financial advisors face tighter restrictions when it comes to what you're allowed to say on social media, there's nothing stopping you from leaving a simple comment on a financial thought-leader's post. For example, if you follow Mohamed El-Erian on social media, you can leave a simple comment like "Wow, great post!" on one of his posts. Quick comments like that can help build brand awareness and help position you as a knowledgeable financial professional in the minds of your followers.

4. Don't Be Afraid To Have Some Fun

Although you always want to keep it professional, there's nothing wrong with having a little bit of fun with your social media posts. Perhaps every so often, you can post a video showcasing your office staff or a video that provides your followers with a glimpse into your personal side. Doing so can be a great way to build trust, engagement, and rapport with your followers.



About Richard Hanna, Social Media Specialist:

After graduating from Florida International University, Richard worked as the Social Media Manager for Planet Air. After that he spearheaded the digital marketing efforts, including social media and email marketing, for a company called The Christmas Palace.

Following that, Richard joined start-up company, Beauty Angels Academy, as a Marketing Coordinator. After delivering impressive results, Richard quickly moved up the ranks to assume the position of Marketing Director. Now we are fortunate to have him on the Advisors' Academy Marketing Team to help you make the most of your social media efforts.

MegaHit Advisor

James F. Locke

Co-Founder, Poole Locke Associates LLC
Wilmington, Delaware



Each month, we like to feature an advisor that's been doing great work in the field. This month, our Megahit is James F. Locke, Co-Founder of Poole Locke Associates LLC in Wilmington, Delaware.

James has used 2021 to take his practice to the next level. He has participated in one Stump Dave already, and has been very open to the idea of having virtual field visits. James is utilizing the resources that we at Advisors' Academy provide for our advisors to the fullest extent, and has been very coachable while doing so. He is always open to suggestion, and constantly

looking for ways to improve his practice and his skills.

Primary coach Rick Bates had this to say:

"James has been a sponge learning the Sales Process. He's gone from zero to competency in the time he's been with us and his mastery of the Process shows in his production."

Congrats, James! We're so excited to see you flourish as part of our family of advisors, and we are looking forward to what the future holds for you!