

MARKETING MADE

Advisor Success | Market Research | Monthly Updates



SUCCESS IN 2022? IT'S ALL ABOUT THE PLAN

Marketing is one of the most important aspects of running a successful advisory practice. Without a clear strategy for promoting your practice, you may find yourself trading water instead of pushing ahead with your growth goals. It's important to take the time to develop a workable financial advisor marketing plan before diving into any marketing activities. Ready to tackle your marketing plan and start scaling your practice? If you've never created one before, here's how to get started. If you have developed one before, this can serve as a refresher.

What's the Plan?

Your marketing plan should be a well-thought-out document for how you will market your services to prospective and existing clients. Having a clear-cut plan will be critical to business development. When you take the time to devise a strategy for marketing, it becomes easier to:

- Identify your ideal client and audience
- Determine how to position yourself in the market
- Clarify your "voice" to ensure that it's delivering the appropriate message
- Outline your goals and objectives for marketing
- Gauge your potential return on investment for different marketing activities
- Develop your marketing budget
- Allocate your time and energy efficiently to produce results



What's in the Plan?

Every financial advisor is different, so it stands to reason that every advisor's marketing plan will be different as well. However, it can be helpful to have a general marketing plan template that outlines the basics of what to include. So, as you create your marketing plan, here are some key areas to cover:

- **Marketing Goals:** Before you begin marketing your practice, it is important to assess your reasons and goals for doing so. For instance, you may want to increase your brand visibility, build authority, attract new prospects, or generate referrals from existing clients. As you develop your marketing plan, consider the specific goals you have. If these goals are broad, consider how you can distill them to quantifiable measures. The more specific your goals are, the more equipped you will be to develop an action plan for achieving them.
- **Tactics and Strategies:** Goals can only take you so far in marketing. You also need to determine which techniques you'll use to promote your services. At this stage, it can be helpful to brainstorm a list of tactics you're interested in. The marketing strategies you choose should be designed to put your advisory business at eye level with prospects. For example, if you know that your ideal client spends a majority of their time on a particular social media channel, then it might make sense to target your marketing efforts to that channel versus other ones. When choosing strategies and techniques, consider whether you will prioritize some over others.
- **Marketing Budget:** Your budget should cover:
 - 1) how much you can afford to dedicate to marketing;
 - 2) how much of that money will be allocated to specific marketing activities; and
 - 3) what type of ROI you anticipate from each of those activities.
- **Execution:** If you're running your advisory practice without a team, then you bear full responsibility for seeing the plan through. On the other hand, if you operate your practice as part of a team, consider how the marketing tasks will be assigned.

Assessing the Plan

It's possible that you may begin to see results from your marketing efforts right away, though it's more likely that it will take time to gain traction. As you finalize your plan, consider how and when you'll access results. Perhaps you may want to measure your progress at the 30-day, 60-day, and 90-day marks. If you've created specific goals from the start, then measuring them at this stage should be relatively easy.

The Bottom Line

Marketing is a skill that can take time to develop and refine. While you may be more interested in dedicating time to helping your existing clients, it's important to balance that with attracting new prospects.

Let us help you execute your plan. With a dedicated team of marketing professionals, we can ensure that you scale your business more efficiently.

NEW MARKETING TOOLS!!

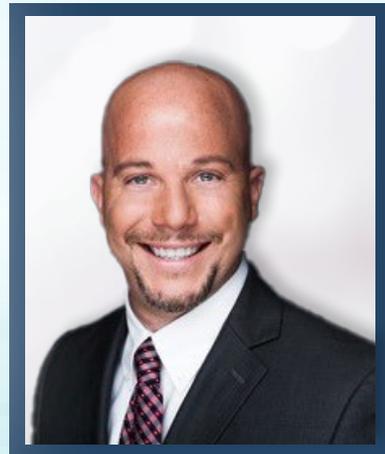


To help you jumpstart your 2022 marketing efforts, we have developed four client appreciation templates, along with scripts. These out-of-the-box campaigns are designed to help you convert more prospects into clients. The scripts are your cheat sheets to ensure that you stay on track for your events and work to attract, not chase, those prospects and future clients. These templates will be available in December.



Retirement
INCOME
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MONTHLY MEGA HIT

Shane Percy

Each month, we like to feature an advisor that is doing exceptional work out in the field. This month our Advisor Megahit is none other than Shane Percy, an Investment Advisor Representative for Retirement Income Solutions in Murfreesboro, Tennessee.

In a little over 18 months with us, Shane has taken steps to not only improve his performance as a member of Retirement Income Solutions, but also as a member of Advisors' Academy. He's been consistently working on increasing his production, paying attention to the messages and tips that Dave gives with his webinars, and learning more about the Sales Process.

Primary Coach Rick Bates had this to say:

Shane has worked hard on his business, learning and following our sales and marketing systems. His dedication to excellence is starting to show in his increased business closings. Great job, Shane!

Congrats, Shane! We're excited to see what 2022 brings for you and can't wait to help you exceed expectations!

STAY TUNED FOR NEXT MONTH'S NEWSLETTER, AS WE WILL COVER OUR ACCOMPLISHMENTS FROM THIS YEAR AND OUTLINE OUR GOALS FOR 2022!

