

MARKETING MADE

Advisor Success | Market Research | Monthly Updates



Time to Evaluate What Worked in 2020 and Make Your Plans for 2021

It's hard to believe that Thanksgiving is next week, and before we know it, 2021 will be in sight. That means it is time to give 2020 our best final efforts and start thinking about our plans for the coming year.

With COVID-19 cases on the rise, we are once again facing uncertainty about what kind of social distancing regulations that could bring. One thing is for certain: the old way of doing business will no longer be the most effective way to move forward.

This can understandably be stressful, but instead of focusing on the things we can't control, now seems like a good time to take inventory of this year's marketing efforts to identify the strategies, tools, and resources that served us well this year. By reflecting on the things that worked well, as well as those that didn't, we can hone in on the adjustments that might be necessary for 2021.

Although many of our marketing methods remain effective, the clear winner in the new corona-economy is digital marketing, which includes online webinars, Facebook ads, Google ads, social media, and your optimized websites.

Live Webinars

Recent research has shown that COVID-19 has caused consumers to reshape their behavior, with many preferring to conduct essential business over the phone and virtually. Many of you have taken the initiative and have been quick to adapt and add live webinars to your arsenal of prospecting tools.

This year we learned that these online events can be successful—with certain topics like Social Security providing similar conversion ratios as some of our in-person workshops. We also learned that certain high-net worth prospects who would never consider attending an in-person workshop seemed more open to attending a virtual event. If you haven't hosted your first live webinar, we strongly suggest you do ASAP. That way you'll be able to enter 2021 armed with this valuable skillset that will likely play an

increasingly important role in our success.

Google Ads Campaign

Google Ads are an effective way to increase brand awareness and visibility. A well-thought-out Google Ads campaign can help your ad appear at the top of the Google Search results page, which can help drive more traffic to your website, and can help bring in more leads. In today's increasingly competitive environment, an effective Google Ads campaign can help you stand out from your competition and make it easy for those who are searching for the services you provide to find and get in contact with you.

Social Media

As you look for ways to expand your digital marketing presence in the new corona-economy, social media can be a cost-effective way to do so. If you are just getting started with your social media efforts, Facebook "Likes" campaigns can be a good way to establish a solid foundation for your social media presence. When done right, Facebook "Likes" campaigns can be a low-cost way to grow your brand recognition and digital presence.

Optimized Websites

We are happy to report that we have brought aboard a new web developer, Jason Perkins, to our marketing team. What this means for you is that we stand ready to enhance and optimize your websites so that you can maximize their effectiveness as marketing and prospecting tools.

Videos

As many clients and prospects continue to prefer digital meetings, video remains a highly effective method to help you attract new business during these uncertain times. We suggest that you continue working on becoming more comfortable getting in front of the camera so you can look natural and make the most of opportunities to use videos to market yourself and your practice. If you've made a few media appearances this year, don't forget that our broadcast team can help create a sizzle reel to help elevate you to the status of trusted financial professional in the minds of your prospects.

Evaluation and Planning for 2021

As you get ready to wind down 2020, make sure you take the time to evaluate the programs you used this year and identify the ones that have been the most effective. Begin your plans for next year's marketing campaigns with those that worked well this year, and most importantly, don't hesitate to reach out to us with any questions or ideas on how we can help you thrive in 2021.



NOVEMBER ADVISOR MEGA-HIT!

OLIVER CHAMBERLAIN
PRESIDENT & FOUNDER
CHAMBERLAIN ADVISORY GROUP

Chamberlain
Advisory Group

November Megahit: Oliver Chamberlain

Each month, we like to feature an advisor that's doing excellent work out in the field. This month, we've decided to feature Oliver Chamberlain of Chamberlain Advisory Group, Inc.

Oliver has been with Advisors' Academy for nearly two years, and in that time he has worked hard to increase his production and make the most of the tools we provide. Recently, Oliver passed his Series 65 test and is now Series 65-licensed. He is now firing on all cylinders, with a very solid understanding of the Sales Process and our marketing programs, and aims to make the end of 2020 the time to plan for 2021, in what should be his best year yet.

Primary coach Rick Bates had this to say:

He did not give up after not passing his series 65 test. Instead, he doubled down, studied harder and was rewarded by passing the 65 test. He has a 'never give up' attitude that will assure his success in this business.

Congratulations, Oliver! You're an example of what happens when you work hard and set goals for yourself! We look forward to helping you make 2021 your best year yet.



Marketing MVP: The Team

This month, we've decided to do something a little different. Normally, we have a specific department or individual who shines and stands out among the rest. However, this month we've decided to highlight the ENTIRE Marketing Team.

Covid-19 has changed business for everyone, and so we had to adapt to the changing environment. We shifted our focus more to digital marketing, and developed useful tools that you, the advisors, can use to help navigate through this "new normal". It hasn't come without its challenges, but the team has excelled at overcoming hurdles when facing them head on, and approached everything with a positive attitude, striving to make sure they're only delivering the absolute highest quality marketing projects.

If you haven't become acquainted with everyone yet, be sure to check out the team [here](#). We look forward to continuing to help you succeed and surpass your goals and expectations in the new year!

Monthly Comic



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