



# Financial Advisors: If You Aren't Targeting Younger Clients, You're Missing Out

Recent studies show millennials and younger clients are highly receptive to financial advice, in-person events, and building their financial portfolio. Expanding your client base to include younger adults can be worth the effort. Here are seven steps you can take to attract and engage them.

## 1. Know Your Audience

The younger generation is quickly becoming the one to watch. Studies show millennials are very open to learning about financial strategies, with 75% of young people open to in-person financial seminars. This is **HIGHER** than any other generation.



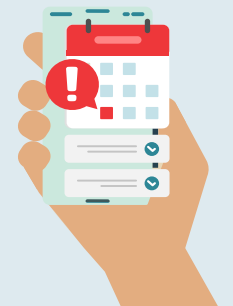
## 2. Weigh the Variables

Millennials are considered to face the most uncertain economic futures of any generation in America since the Great Depression. Between the Great Recession, the growing gap between the middle class, and the pandemic, this generation is aware and cautious of their finances. They are likely to need help with paying off student loan debt, take advantage of compound interest, and take risks.



## 3. Tailor Your Marketing

The younger generation gathers their data from multiple sources. Top of those is social media. 73% of millennials and Gen Z say friends and family have the largest influence on their financial decisions. TikTok, Facebook, and Instagram are great platforms to showcase and market your services to these generations.



## 4. Establish Your Credibility

Generating trust is vital to your younger clients. 83% of millennials, more than any other generation, say having a financial advisor they trust is important to their financial confidence. By hosting educational events, and promoting yourself on social channels, you can build your brand and reputation.



## 5. Promote Yourself

A website full of educational information, blogs, and positive reviews will earn you respect with the younger generation. Online articles and websites affect their financial decisions to a greater extent than the rest of the population at nearly 60%.



## 6. Fine-Tune Your Approach

Younger clients want flexibility and access on the go. Reach them seamlessly by offering options such as webinars, virtual appointments, one-on-one appointments, or in-person meetings. They are more likely to take advantage of online tools for monitoring investments, so ensure you are offering what your clients are looking for.



## 7. Make the Effort

Regardless of the age group, everyone needs financial decisions. While many of your competitors might be ignoring the upcoming generations, targeting them can help grow your business immediately.



Our solutions put you in front of highly-qualified, motivated prospects of any age group.  
Call our experts now to get started - (888) 907-3971

