

New Year's Resolution

Elevate Your Brand & Grow Your Business in 2022

1 Draft A Marketing Blueprint

Drawing up a cohesive marketing plan incorporating your goals for the year - and how to accomplish them - will keep you focused on the bigger picture. Make your financial advisory business stand apart from the rest. Incorporate what makes your services unique and the best value for your consumers.

FACT: Documenting a marketing strategy gives your organization a 538% greater chance of success.

[Find source here](#)

538%
greater chance



2 Grow Your Digital Presence

The world is becoming more and more dependent upon digital solutions - websites, social media, Google ads, webinars - and to remain a top financial advisor, it's imperative your marketing strategies include updating and maintaining your digital presence. Review your website for functionality and clarity, schedule regular posts on social media platforms, and consider hiring a firm to help to improve your SEO.

FACT: 85% of consumers research a product or service online before purchasing.

[Find source here](#)

85%
do their research



3 Establish a Multichannel Marketing Strategy

Best way to get more consumers, in more places, is to target them via multiple channels. Combine traditional and digital marketing efforts, and connect with highly qualified prospects who convert faster. In fact, 72% of consumers prefer to connect with brands they recognize across channels.

FACT: Businesses using 4 or more digital channels will outperform single or dual channels by 300%

[Find source here](#)

300%
more success



4 Become a Trusted Resource

Offer consumers information on your business's website they won't find anywhere else, such as downloadable retirement guides, money tips, investment resources, and testimonials from current clients.

FACT: 75% of consumers judge credibility of a business based on their website and content.

[Find source here](#)

75%
judge credibility



5 Partner with the Best in the Industry

As a performance marketer, we utilize our multichannel solutions to connect consumers with experts at exactly the right time help is needed. We deliver results, activate growth, and impact positive change for your business.

FACT: We've promoted over 1M marketing events for customers since 1995.

1 Million
marketing events



Ready to Grow?

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