

ISSUE

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## This issue

Monitor & measure your brand

Grow your online presence

Social media for lead generation

Archive social media with Arkovi

## Free Trial



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### [Monitor and measure your financial brand on social media](#)

Are you tweeting, sharing content on Facebook, connecting with professionals on LinkedIn or broadcasting on YouTube? If you are then this article is definitely going to be of interest to you.

Chances are that people are talking about your brand, your services or their experience. The question is, are you aware of the conversations taking place and are you taking any action to manage your online reputation. [Read more...](#)

### [Grow your online presence with Twitter lists](#)

Weeding through all the “noise” can be difficult, however, and many Financial Advisors are turning to the handy “list” feature to give them a much-needed boost in the quantity (and quality) of those they follow on Twitter. Here are 4 steps to making this feature work for you:

1. Identify key industries – It’s assumed that you will want to follow other Financial Advisors to get a taste for what’s happening in your market, but this doesn’t have to be the only pool of expertise you should dive into. [Read more...](#)

### [Use social media to attract more clients](#)

Social media such as Twitter, Facebook and LinkedIn can be an excellent way for financial advisors to stay “top of mind” in front of current clients and prospective clients by sharing worthwhile information about financial topics.

Yet many people frequently ask about social media:

How could I possibly keep up with everyone I might connect to on LinkedIn, follow on Twitter, and become Facebook friends with? [Read more...](#)

### [Archive your social media history with Arkovi](#)

Our first impression is that Arkovi's technology has been built to help advisors archive and monitor everything that is happening on their Twitter, Facebook, LinkedIn, Blog and other social sites. This can prove really helpful for companies that need to provide a history of their social activities to the SEC or FINRA.

Arkovi’s approach to social media is to deliver a conduit to capturing your social media footprint while enabling unique groups with your business to find useful tools. [Read more...](#)