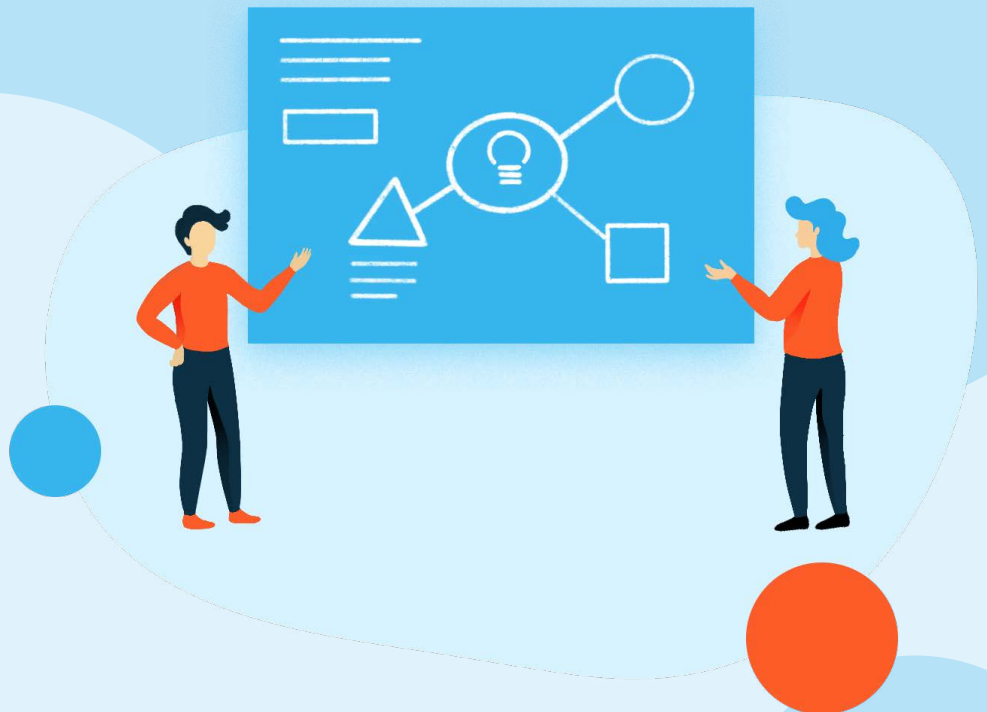


# Planning Your Digital Marketing Playbook

Learn From the Best in Financial Marketing



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# Ask The Experts!

Digital marketing is at the forefront of business growth in 2021 – if you're not focused on growing your business virtually the competition is getting ahead of you!

We asked the leaders in financial marketing to share their industry insights and top-performing marketing tactics for financial advisors today. Here are their take-away actionable tips to create your own marketing playbook that actually works!

## Learning from the best in financial marketing!



**Megan Carpenter**  
CEO & Co-Founder



**Alex Wingert**  
President



**Tina Powell**  
CEO



**Maribeth Kuzmeski, PhD**  
President & Founder



# Advisors' Traditional Marketing Playbook

If we look back at exactly a year ago today, or maybe even January 2020, your marketing or client acquisition strategy might look something like this:

- In-person consultations
- In-person events & seminars
- Client Appreciation Events

The general best practice is to get your name out in the community by hosting client appreciation events and face-to-face consultations to generate referrals.

Current events have made these traditional tactics in an advisor's playbook difficult. Although, regardless of COVID, there's been an undeniable shift in consumer behavior, requesting more value and advice through digital means.

***We've asked the experts: what are the most successful advisors using in their digital marketing playbook?***

Let's dive into their advice!



# Advisors' Traditional Marketing Playbook

## Q1: If you were to do an assessment of your marketing efforts for 2021, where would you begin?

**Megan Carpenter** – Co-Founder & CEO of FiComm Partners

#1 recommendation that Megan gave when assessing your marketing efforts for this year is to start by defining your business goals and objectives.

“your business goals and objectives should really inform where you decide to spend your marketing resources and where you allocate time, people and investment.”

She mentions that these goals can be very simple, from revenue targets, broken down by services or even recruitment goals. For example, looking to attract younger clients to your business.

These goals will inform your marketing efforts because most financial advisors cannot and should not do all things at once. Focus only on marketing initiatives that contribute to your overall business goals.

“When you're looking at your plan for the year ahead or the quarter ahead, really focus on business goals first and ensure that your marketing efforts are aligned specifically to those business goals.”

**Maribeth Kuzmeski, PhD** – Founder & CEO of Red Zone Marketing

First thing is to upgrade your client experience! Maribeth mentions that the best way to receive referrals isn't by talking about or asking for referrals. They come naturally as an advisor just does an exceptional job.

“Upgrade your client experience and really give clients something to talk about and share even more than they were before.”

# Advisors' Traditional Marketing Playbook

Secondly, if someone is referred to you, there is a good chance that they're going to look at your website. Therefore, your website is your home base more than ever before. It's important to have it updated and reflect your business values and differentiation accurately.

Plus, don't forget about your content marketing. Keep your website up to date by regularly posting timely relevant content. This will help drive traffic to your website.

Events is one area that has changed drastically within most advisors marketing. Since in-person events have been put on hold during the pandemic, virtual events have taken their place. Maribeth's team has found that virtual education events generally have higher conversion rates than in-person events, since prospects are more likely to attend because they are genuinely interested in the information and content.

*"We have done a lot of research around the fact that virtual events [including] virtual client appreciation events and virtual educational events are really working right now."*

Red Zone Marketing has also found that virtual game events like bingo result in higher referrals, since they're great events to invite friends and family to.

Check out Red Zone Marketing's 7 Point Checklist for Improving Your Marketing in 2021 [HERE](#).

# Change in Financial Advisor Marketing

## Q2: Should advisors change how they talk about themselves and their practice?

**Maribeth Kuzmeski, PhD** – Founder & CEO of Red Zone Marketing

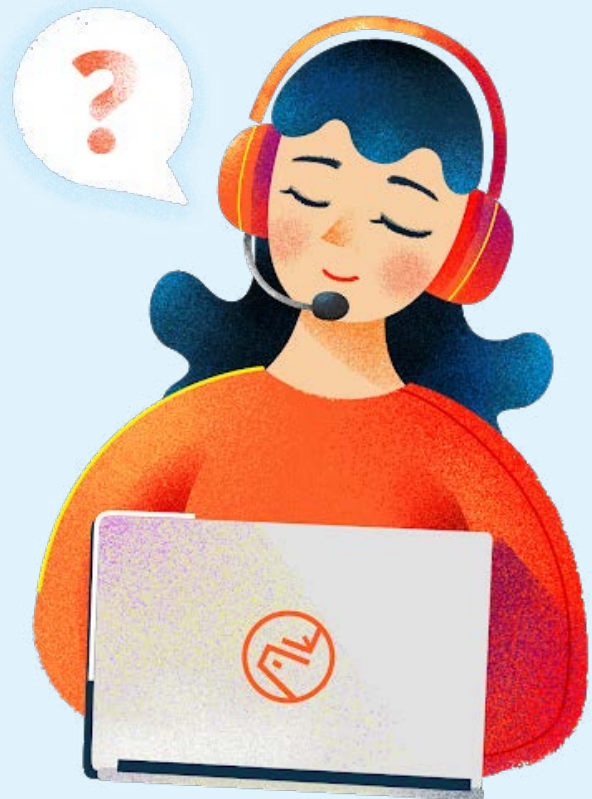
Yes! According to Maribeth, if you've adapted to the times and your firm is now offering new ways of doing business with clients like virtual meetings, it's very important to communicate that. Clients should know that it's easy to do business with you.

Another point that needs to be communicated more effectively is what clients can expect in their virtual meetings. Not everyone will be used to zoom meetings, let them know what to expect and need to bring.

**Tina Powell** – CEO of C-Suite Social Media

An effective way other than video calls to change your communication is through podcasts. Tina hosts her own podcast [In The Suite](#) and knows firsthand how effective this medium can be. Podcasts can be a great way to clearly define your brand's tone and share with your audience what you represent as a business – your niche market.

Many advisors have already joined her in starting their own podcast and she shares a great analogy for anyone who is deterred based on the volume of content already available:



# Change in Financial Advisor Marketing

“I know that there are a lot of advisors [creating podcasts], saying ‘there are a ton of podcasts out there who’s going to care? Why should it matter?’ And I would throw it back to you advisors saying ‘well how many businesses have websites? Everyone has a website, does that mean that you don’t do it? Of course not!’”

Megan, who also hosts [The New Skool Podcast](#) agrees that there is a lot of misunderstanding around communicating your brand through podcasting – they can truly be a powerful marketing tool.

**Megan Carpenter** – Co-Founder & CEO of FiComm Partners

“I think what I’d love to see advisors change in 2021 and how they talk about themselves in their practice is to just find greater confidence in being real and human and not feel like you have to show up in a certain way or say certain things.”

Advisors tend to think they offer the same services as other advisors and forget the qualities that differentiate their business from the rest. How do you serve their pain points better than anyone else?

Megan mentions that finance can be an old-school world and it can be hard to show up in a vulnerable and authentic way, which is something that FiComm is helping advisors do. To drop the pretense and the misperception that you have to sound perfect all the time – this won’t help you create connections.

“When you’re thinking about marketing you really just want to show up in the way that you’re the most proud of that you’re going to have the most likelihood to connect with people.”



# Video Video Video!

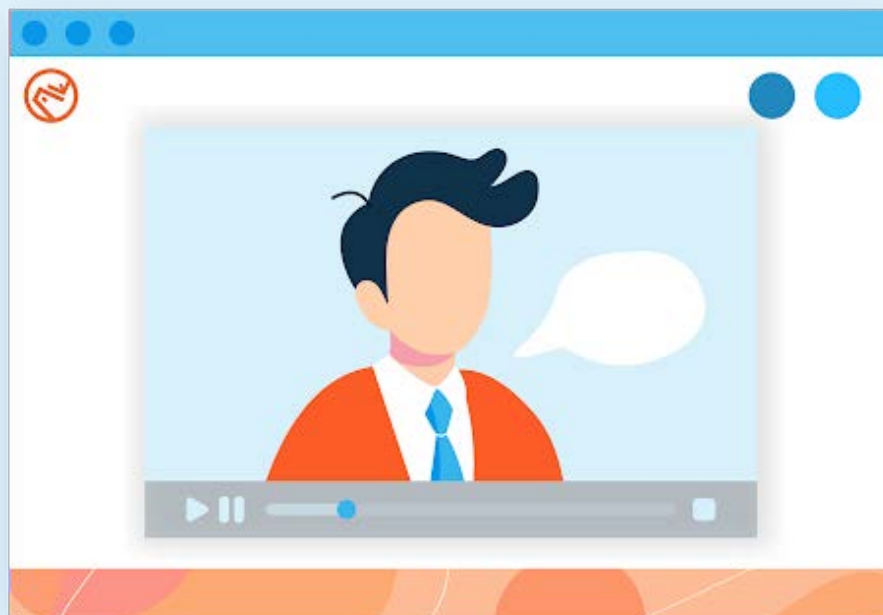
## Q3: Can you share some expert guidance on how to successfully implement video in the client journey?

**Megan Carpenter** – Co-Founder & CEO of FiComm Partners

Advisors typically think of ‘video conferencing’ when we reference the use of video for their practice. While this is key for being available to your clients during a time like this, there is so much more you can use video for! It can be truly transformative when it comes to your prospect and client journeys.

Megan points out that client–advisor relationships are built on trust and the foundation of trust is built through the client experience. Doing so can be a challenge if you’re relying solely on emails and phone calls, versus having the ability to sit down and speak face-to-face. A smile, making eye contact, and being able to read body language goes a long way in nurturing that relationship.

A great example that Megan shared on how to use video across your prospect and client journey, is to use video when you’re confirming an appointment.



# Video Video Video!

“Typically you might send an email saying: ‘we’re so excited to speak tomorrow, here’s the agenda as a reminder, and here are some of the zoom details’. It would take you about 60 seconds, maybe two minutes to hop on to a free video tool [and record a message that says], ‘Hi, it’s Meg. I’m excited about our meeting tomorrow. Here are the top three things that we’re going to be talking about, but I really also just want to hear from you. I want to hear about how you’re doing, and so I can’t wait to see you tomorrow. If you have any questions, please let me know.’”

The great thing about creating quick video messages like this is that you can embed them in your emails and it becomes a one-to-one communication that doesn’t require any additional compliance since it’s no different from a written email. Of course, advisors can not speak about products or guaranteed investment returns, but one-to-one communication like email doesn’t require approval.\*

***Disclaimer: The content of this article is for informational purposes only. If you are planning to implement a new marketing practice and are unsure what the regulations are, always contact your compliance department first.***

Another great example she shared is using video during your client onboarding:

“We’ve also seen advisors have a lot of success with having their client service associates or administrative support staff create videos that can be used again and again and again. So when you’re sending perhaps a new client onboarding packet you could have your client service associate record a video that walks the client through how to complete it.”

Megan is the expert when it comes to video marketing for financial advisors, we highly recommend checking out [FiComm’s Zero to Launch DIY Video Workshop](#) if you’re interested in learning more about using video in your practice.

She mentions that recording yourself can be uncomfortable, absolutely. But don’t let that stop you from starting. Just like anything else, the more you practice the easier it will become,

# Video Video Video!

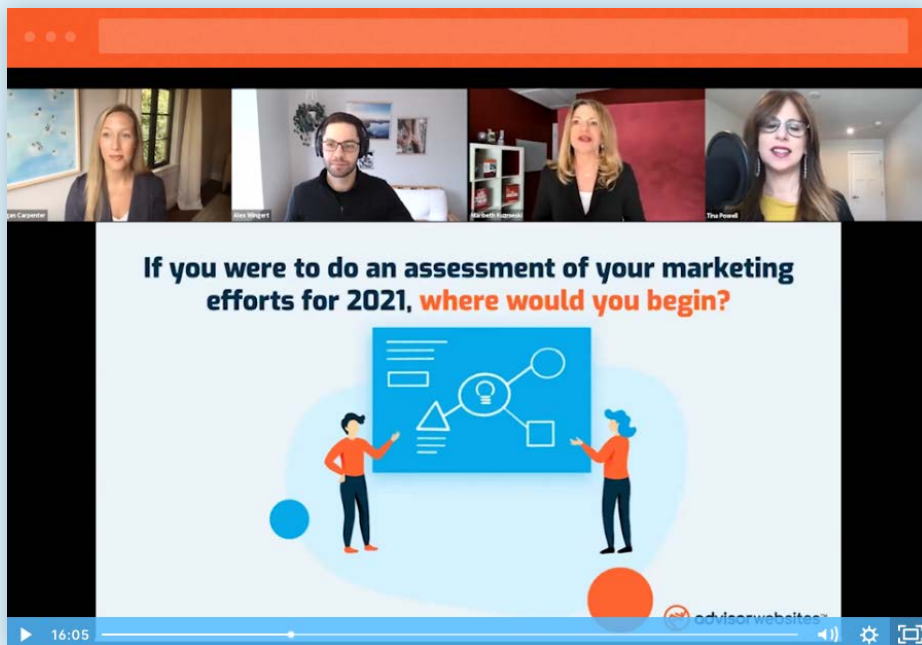
eventually you'll be much more comfortable speaking into the camera. The connections you will make using video are worth it. One thing is for sure, video as a medium is not going anywhere.

## Here are some tools that the panel suggested!

- [Loom: Video Recording for Work \[FREE!\]](#)
- [Soapbox by Wistia: Free recording and editing tool \[FREE!\]](#)
- [Rev.com: Video transcription tool \[Cost Associated\]](#)
- [CopyTalk: Mobile transcription tool \[Cost Associated\]](#)
- [Otter.ai: Voice Meeting Notes \[FREE!\]](#)

Remember that you do not need fancy equipment, your laptop camera or phone is enough to record a quality video.

Three more pros of using these free tools or others like it, is that you can record yourself and your screen at the same time if you'd like to share a presentation slide deck or form. Secondly, you can share the link to each video instead of having to share a massive video file. And lastly, creating content this way can be extremely cost effective.



Did you miss the LIVE Expert Panel on Creating Your Digital Marketing Playbook?

Watch the full replay [HERE!](#)

# Conversion

## Q4: Are conversion rates changing? Do you find advisors are getting more leads, but converting a lower percentage than they might be used to?

**Maribeth Kuzmeski, PhD** – Founder & CEO of Red Zone Marketing

Maribeth's team has found some interesting insights on close ratios of advisor events.

When comparing in-person and virtual events hosted by advisors, virtual events tend to convert higher. Even though attendance is lower for virtual events compared to in-person, attendees are more likely to be qualified leads. This is because attendees at the virtual events are there solely for the content, not the free event that comes with food and drinks, therefore they're more likely to take action and engage.

**Tina Powell** – CEO of C-Suite Social Media

How do you measure conversion? Tina brings up a strong point on how advisors measure and evaluate conversion metrics. It's an important question to ask yourself before launching your marketing strategy or you could label a tactic ineffective when in reality it was the wrong metric being measured.

*"I want advisors to think about how they measure conversion and what they define as a conversion. I think that sometimes that our models are flawed."*

A conversion could be a lot of things depending on the type of content or lead generation tactic you're using. Conversion could be considered:

- First touch attribution, last touch attribution
- Referrals
- Awareness
- Engagement

# ROI

## Q5: How should advisors be thinking about ROI on their marketing efforts?

**Maribeth Kuzmeski, PhD** – Founder & CEO of Red Zone Marketing

Analytics absolutely matter when it comes to tracking the ROI of your marketing efforts but it's important to put it into perspective of what really matters. Maribeth gives the example of email open rates, if you believe that you're emailing prospects and they're not opening your message, that's a problem. Same thing goes with your website CTAs (call to action buttons), if your target audience is not responding to your efforts, this is something to pay attention to.

Looking at a combination of industry benchmarks and analytics, you can gain a better perspective on your marketing health.

*"We put together analytics spreadsheets for our advisors, so that they can figure out some of this ROI but only where it actually matters and it matters, based on what's going to actually help them generate new business."*

**Tina Powell** – CEO of C-Suite Social Media

None of this matters if you do not have the proper tools to have quantifiable results. Many advisors forget to install Google Analytics, Twitter analytics, etc. There are tools to help you understand how well your marketing is performing but it takes a small amount of effort to set them up.

Tina mentions that most of the time these tools are already available as they're built right into the platforms themselves. It's critical to have these tools set up as they'll help guide a lot of your decisions.

# ROI

“It floors me in an industry that prides itself on numbers and quantitative analysis, how many advisors right now do not even have Google Analytics installed on your website to even look and even understand how [it’s performing].”

Advisor Websites have an analytics dashboard! User-friendly analytics allow you to make educated decisions to increase your website’s conversion rate.

*(All of our panelists specialize in helping advisors elevate their marketing, if this is somewhere you fall short, checkout their profiles at the end of this document!)*

## Megan Carpenter – Co-Founder & CEO of FiComm Partners

If you’re not receiving leads from your website, it’s time to look at how you are driving people to your website.

“Marketing isn’t magic, there’s much more science to it and I think that return on investment is probably one of the top five questions that I get from advisors when they’re thinking about their marketing efforts and I get it.

I’m a business owner myself. I don’t want to spend money, just to spend money and hope that it works, so I think that it’s really about understanding (to my earlier point) your business goals and objectives, and then the marketing efforts that are going to drive to those business goals and objectives.”

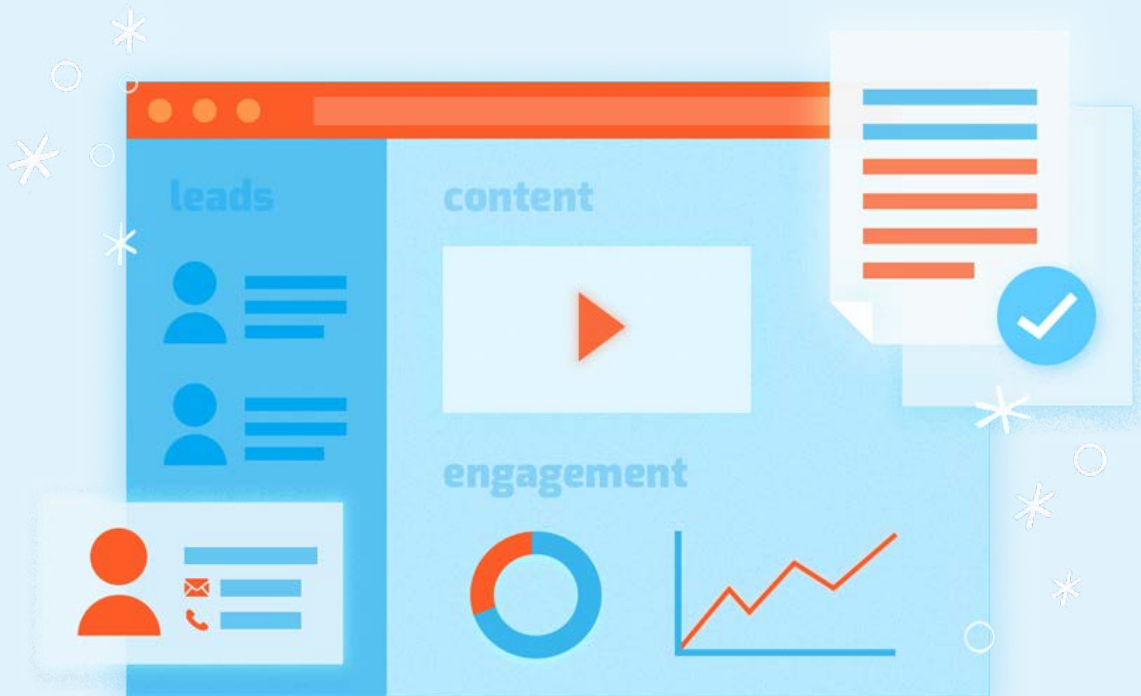
Look at what metrics you are tracking, and what ROI looks like. For some marketing efforts, the ROI will be obvious like attendees to your virtual event. However, there are key marketing efforts like your website and social media that may be harder to place ROI on immediately – although they’re just as important to execute.

# ROI

Keep in mind that part of marketing is nurturing new leads, and although they may download a piece of content, they may not convert right away. Which is why understanding your business objectives are so important, because you want to drive your marketing efforts towards it and the outcome you expect to get from it.

Focus on how you can increase the outcomes of more specific goals like content conversion. It's important to be more granular with your goals, she says for example:

*"I care about my content resonating with the right people. I'd rather be in front of 10 of the right people than 1000 of the wrong people."*



# 2021 Playbook Checklist



## **Define Your Business Goals & Objectives for the Year**

Do not try and tackle everything at once! Go after the marketing initiatives that are specific to your business goals for the year.

Example: Revenue targets broken down by services, referrals, acquiring a younger client base, content engagement, website traffic, etc.



## **Refine Your Client Experience**

No matter how the market changes, clients will refer their advisor who's gone above and beyond. Identify a small way to improve your client experience, your clients will appreciate it and ideally result in higher retention and new business in the long term.

The most successful advisors generally use technology to stay on top of client communication because it saves valuable time, with powerful payoff. Clients are happy, and they stand out with exceptional client experience.

Examples: Providing industry update newsletters, offering virtual meetings, regular communication via email, text or phone, host virtual client events, etc.

Check out Red Zone Marketing's 7 Point Checklist for Improving Your Marketing in 2021 [HERE.](#)



# 2021 Playbook Checklist

## **Update Your Websites**

Now more than ever your website is your business front. How many businesses today don't have a website? Almost none. Worse than not having a website, is having one that is outdated! Even if a prospect has come to you through a referral, chances are they will check your website before reaching out. Make sure your website messaging is up to date, and communicates effectively how you can address their pain points better than anyone else.

### **Here are the key areas of your website to review:**

- CTAs (Call to action buttons)
- Social Media Links
- Contact Info/business address
- User Experience (Does your website have SSL & mobile responsiveness?)
- Content/blogs/Videos

[Click HERE to request a FREE Digital Marketing Assessment and personalized website report](#) showing you actionable steps to the 5 most important areas of your site!

## **Drive Leads Inbound with Content Marketing**

Content is one of the strongest lead generation tools for advisors. Create content that drives traffic back to your website and educates your prospects on topics related to your services.

Checkout our free ebook ["How to Write Content That Converts"](#)

# 2021 Playbook Checklist

## **Communicate Authentically**

Finance can be an old-school world and it can be hard to show up in a vulnerable and authentic way. Drop the pretense and the misperception that you have to sound perfect all the time – this won't help you create connections and build trust with your audience.

Communicate the ways you've made it easier through the pandemic to do business with you (did you add virtual meetings, additional consultations, etc?).

Whether it's through video messages, social media or content marketing, show up in authentic ways that help people connect with you.

***Psst!*** Podcasts are an amazing way to do this and create great content at the same time! Checkout both Tina's podcast [In The Suite](#), and Megan's podcast [The New Skool Podcast](#) to see how it's done.

## **Use Video with Your Digital Marketing & Client Journey**

There is so much more you can use video for beyond just video conference calls. It can be transformative when it comes to advisors' prospecting and client journeys.

Implement video into your emails, client onboarding, monthly updates, website intros, social media and more. All you need is your phone or laptop to get started!

# 2021 Playbook Checklist

## Suggested Tools from The Expert Panel:

- [Loom: Video Recording for Work \[FREE!\]](#)
- [Soapbox by Wistia: Free recording and editing tool \[FREE!\]](#)
- [Rev.com: Video transcription tool \[Cost Associated\]](#)
- [CopyTalk: Mobile transcription tool \[Cost Associated\]](#)
- [Otter.ai: Voice Meeting Notes \[FREE!\]](#)

Megan Carpenter is the expert when it comes to video marketing for financial advisors, we highly recommend checking out [FiComm's Zero to Launch DIY Video Workshop](#) if you're interested in learning more about using video in your practice.



## Measure and Define Conversion & ROI

The analytics you measure and how you define conversion and ROI will all come back to point #1 on this checklist. What are your business goals and objectives and the marketing efforts that are expected to help you achieve that result.

Based on your goals, set up the tools that you will need to accurately track your marketing efforts.

**Create a list of the marketing channels you currently use and the metrics for each that correlate with your objectives. For example:**

- Email Marketing – Email Open Rates, Click Through Rate
- Virtual Events – Attendees, Booked Consultations, Referrals
- Social Media – Engagement, Likes, Shares
- Website – Traffic, Form submissions, CTA clicks, Contact Submissions

# Learn More About the Panelists



**Megan Carpenter**  
CEO & Co-Founder



FiComm Partners is an integrated communications agency with a specialized focus on financial services. Helping clients through strategic consulting and ongoing marketing, public relations, branding, & digital services.

[www.ficommpartners.com](http://www.ficommpartners.com)



**Tina Powell**  
CEO



C-Suite Social Media is a digital marketing and social media consultancy for the financial services industry. C-Suite Social Media's mission is to make every touchpoint matter!

[www.csuitesocialmedia.com](http://www.csuitesocialmedia.com)



**Maribeth Kuzmeski, PhD**  
President & Founder



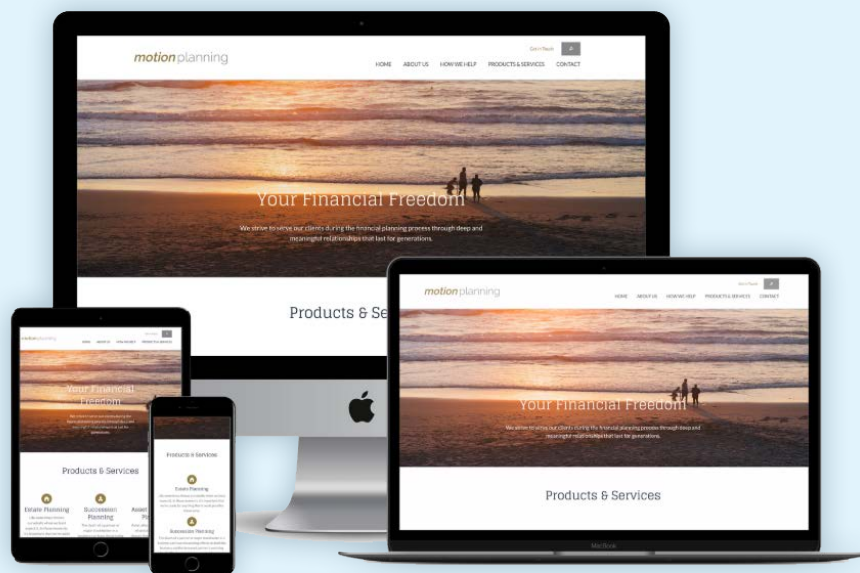
Red Zone Marketing specializes in consulting sessions to multi-month projects. Working with companies large and small helping them to stand out, increase sales, and dramatically impact profitability.

[www.redzonemarketing.com](http://www.redzonemarketing.com)

# Learn more about Advisor Websites

Advisor Websites has been creating websites and content management solutions for North American based Financial Professionals since 2002. We focus on delivering long-term value to our clients with one-click-compliance, archiving, and simple website management (you don't need to know code!).

**We are committed to helping financial advisors grow their business by effectively managing their online presence.**



*If your website is outdated and holding you back from growing your financial advisory business, schedule a call with one of our Account Executives today and we'll show you how our platform can help!*



**advisorwebsites**

**Book a Demo**

**888-946-3188**  
**sales@advisorwebsites.com**

**[www.advisorwebsites.com/demo](http://www.advisorwebsites.com/demo)**