

Why marketing matters

HOW TO MANAGE A FIRST IMPRESSION THAT'S NO LONGER FACE TO FACE

Lisa Turley, senior vice president of advisor marketing at Raymond James, has worked with thousands of advisors over the last 20 years to build brands that enhance the advisor-client relationship.

➤ WHY IS IT IMPORTANT FOR ADVISORS TO HAVE – AND BUILD – A BRAND?

Building and maintaining a strong brand is a great way to distinguish a practice and share a compelling value proposition, which can reduce price sensitivity and increase loyalty over time.

A consistent brand also increases the likelihood that current clients and centers of influence will refer potential clients who fit the practice's "ideal client" description.

➤ WHY HAS A BRAND'S ONLINE PRESENCE IN PARTICULAR BECOME SO IMPORTANT?

Over 90% of potential clients who are referred to an advisor search online for that advisor to begin their research. A consistent online brand (website plus social media) can add value by allowing an advisor to own the results of that search.

➤ WHY, AT MINIMUM, SHOULD AN ADVISOR HAVE A WEBSITE?

Today, nearly all businesses have a website or some type of web presence. An advisor's website serves as a point of validation when a referral or other prospective client conducts a search. This is even more important if an advisor serves a niche or offers a specialized service.

➤ WHAT ROLE DOES SOCIAL MEDIA PLAY?

Social media can help advisors develop stronger personal connections to clients. They can use insights gained from clients' posts to drive personal interactions. And they can humanize their practices and demonstrate expertise by sharing lifestyle-oriented content on Facebook, thought leadership on Twitter, and longer form content on LinkedIn.

➤ WHY IS THE MARKETING OFFERING AT RAYMOND JAMES AN INDUSTRY STANDOUT?

Raymond James Marketing delivers a unique branding solution no wirehouse or independent broker/dealer offers. Advisors have brand flexibility – the ability to create a unique brand – as well as the deep resources of an internal marketing agency. We understand the nuances of the business, which translates to a deeper understanding of how to differentiate a particular advisor or practice.

➤ HOW DOES THAT DIFFER FROM WHAT'S AVAILABLE AT EXTERNAL ADVERTISING AND MARKETING AGENCIES?

Three key differentiators set our team apart:

Advisors and internal departments are our only clients. Our team complements their design, writing, multimedia and strategic skills with a solid knowledge of the financial services industry. Many of our associates are Series 7-licensed.

Advertising Compliance is part of the agency and included in project discussions right from the start.

When we present a concept, you can be confident Compliance has already given us the green light.

Finally, we boast an award-winning creative team of seasoned professionals with one goal: **to help financial advisors grow their businesses.** ■

LEARN MORE ABOUT HOW RAYMOND JAMES CAN HELP DISTINGUISH YOUR PRACTICE AT ADVISORCHOICE.COM. ➤

RAYMOND JAMES

866.753.5823