



Marketing Communications for Investment Advisers
January 2010



If it isn't already on your list of New Year's resolutions, here is one you need to add ... **Put your marketing plan in order.**

In the articles below, we take a look at controlling how your company is seen on the internet as well as some of the tools you have to market your firm. If 2010 is the year of marketing for your firm, contact the Active Managers Resource Center and find out how we can help.

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Control How Your Company is Listed in Online Directories

You know what's on your web site, but do you know what else is said about your firm on the internet?

When individuals search for your company name linked with your city, one of the first results will probably be an online directory, often with a map to your location and sometimes a brief description. Depending on the source of that information, there may be another link to **Directions and More**. There you may find customer reviews and other information on your firm.

Part of your marketing goal should be to control what is included in the online directories. You need to know whether or not you are included in the directories - particularly the most popular sites, what information is available on your firm and what others have said about your firm.

Which brings up an interesting question with regards to testimonials. Is a review a testimonial if it has been posted without your knowledge or encouragement and you have no control over the source? Before you suggest to clients that they consider posting a review, you might check with compliance.

First Quarter *Thoughtful Investor*

 [1st Quarter 2010 Thoughtful Investor newsletter](#)

The *Thoughtful Investor* is a newsletter designed specifically for investment advisers using active management strategies. Each issue includes at least one article on active management as well as practical financial information. It can be used as a direct mail piece, email newsletter, an article resource for your in-house newsletter and public relations efforts, or web site content.

The first quarter 2010 newsletter includes articles on:

- Benefits of Active Management Acknowledged
- Investing in Gold ... Taxes and Other

Where should you start? The first step is to find out if you are listed in the main directories. If you are not, you want to apply for a listing. The link below is one of the best I have found for directory listings.

<http://www.locallytype.com/pages/submit.htm#socialus>

By logging into the directory sites, you can make or update your listing. Many of the smaller directories use information published by infoUSA, more widely known as a list provider. To confirm information on your company, the sites will want to be able to contact your office.

The directory sites can also be used to search for specific businesses, for example, Financial Planner. When you check your listing, you also want to see what categories your firm is listed under. You may want to change categories, or expand your listing to encompass more than one category. How high your company ranks in a search on the directory is influenced by the amount of information on your firm, whether or not reviews are posted and of course, advertising dollars.

A New Year's Marketing Review

If you are going to bring in new clients and increase revenues, you must market. But marketing always comes with a cost. The following is a quick overview of the tools available to you and the barriers and benefits of their use. Unless your firm is very large, your choice of which tools to use will be limited by budget, personality and resources. Choosing the tools and putting those tools into action is where the Active Managers Resource Center comes in.

One step not mentioned below is your web site. In today's internet based society, a web site is not optional. It is the first place many people will look for more information on your company and is a necessary part of all the strategies below.

1. Referrals.

Barriers - You have to actively ask for referrals. If your performance has not been stellar, those referrals may be harder to come by. Referrals are a slow path to growth.

Benefits - Referrals tend to attract clients like the ones you currently have. Typically, these are the people you are going to work best with, people who suit your style. Referrals are a relatively inexpensive way to market. It is also very easy to target the individuals most likely to make referrals.

Tactics - Direct communication, letters, emails, newsletters with forwarding capabilities, personal networking, referral request incentives, reminder gifts, planned follow-up program to convert referrals, etc.

2. Direct Mail.

Barriers - List acquisition. You have to target the right audience and ideally not by using a list that every other

Cautions

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- With Federal Reserve Rates Near 0%, What's Happening to Your Credit Card?
- Watch Out for this Advice!
- 2010 Window Opens for Roth IRA Conversions
- Request Annual Free Credit Reports

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Call today to find out how you can make the *Thoughtful Investor* a part of your marketing program - 303-989-5656.

Reasons to Use Newsletters

Newsletters have one very simple purpose - to keep your name and contact information in front of prospects over time. To create a favorable impression, the newsletter needs to convey real information that supports your expertise and provides the reader with valid assistance.

Your greatest obstacle in convincing an investor to change advisers is inertia. Typically, there is a triggering event that overcomes inertia. It may be a bad performance report, the failure of an adviser to return calls, a brother-in-law bragging about better returns, an inheritance or settlement, or a raise. Because you can't predict when that event will happen, you need a simple, cost effective tool to make certain your information is available. That's where a newsletter comes in.

The positive to using a newsletter service is that it doesn't depend on the availability of your time. The newsletter shows up, ready for your approval and use as scheduled.

In the case of the *Thoughtful Investor*, we work very hard to be flexible and to allow you to adapt the newsletter to your needs. That includes:

- *Printed, ready to mail newsletters*
- *PDF newsletters for posting to websites or emailing as attachments*
- *Html coded email versions of the newsletter*
- *The ability to purchase complete issues or single articles for use in your in-house marketing efforts.*

For more information, and to view prior issues of the newsletters, visit the Active Managers Resource Center web site.

[Active Managers Resource Center](#)
[Client newsletters](#)
[Marketing materials](#)

Quick Links

investment pitch uses. Cost and the composition of the direct mail. Low response rates, particularly in the early stages of a direct mail campaign. The need for repetition to build credibility and responses.

Benefits - Ability to reach into new markets and prospects who might not otherwise hear of your firm. Assurance that your message actually reaches the target.

Tactics - Message and benefit offered, response mechanism, letters, postcards, newsletters, email contacts.

3. Seminars.

Barriers - Cost of events and promotion of the events.

Seminars are great if you can tap into a captive audience, such as a peer group program or business. But generating cold-call attendees puts you back into the difficulties of direct mail.

Benefits - High close rate. The ability to personally explain your program and answer questions is typically one of your most effective sales tools.

Tactics - Invitation format, target list, location, amenities provided at the seminar, message, follow-up campaign.

4. Public relations.

Barriers - Public relations is good for building visibility, but difficult as a sales tool because you typically can't directly ask for the audience's business.

Benefits - Credibility. Published articles are comparable to a third party endorsement that your firm is the real thing. Use of reprints in marketing materials. Quality links to your web site.

Tactics - News releases, targeted list of print, broadcast and online media, feature pitches, personal contact with reporters and program directors, wire services, etc.

5. Advertising.

Barriers - Cost. Big is better but with size comes greater costs. Typically more broad-brush targeting. Ability of audience to screen out your message. Need for repetition to make certain your message is noticed.

Benefits - Reach. Advertising has the potential to reach the largest audience. It is, however, more difficult to assure that your message reaches the audience you want.

Tactics - Message and design of the ad, media that reaches your targeted audience, response follow-up program.

6. Social media.

Barriers - Time. To work, using the social media requires an active outreach program. It's not a one-time web site. Compliance. Because of the social media's immediacy, it's easy to make statements without the disclosure that should accompany them for compliance sake.

Benefits - Ability to engage prospects on a more personal level. Two-way communications. Access to networks of links, friends, etc. Personal endorsement of those who relay your information.

Tactics - Linked-in, Facebook, Twitter, YouTube, blogs, groups, etc.

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7. Personal sales.

Barriers - Time. Personality.

Benefits - Relatively high close rate. If you enjoy meeting people, telling your story, answering questions and relating to people, personal contact is a great sales approach. This is why businesses maintain sales staffs and actively seek out people who are good at relationships.

Tactics - message strategies used by yourself and those you hire to represent the company, your follow-up campaign.

The most important part of any marketing approach is the PLAN. Marketing needs to have a definitive goal, a clear benefit and call for action, a means of measuring success and refining strategies, and an understanding of the costs and potential benefits up front. Marketing is not a one-step process. Know your steps. Have a means of implementing your plan.

For more information, contact the Active Managers Resource Center, a division of Financial Communications Associates, Inc.

Sign Up to Use Constant Contact Email

This newsletter is distributed using Constant Contact. In addition to providing advisers with information about our services using email, we assist advisers in developing emails for their clients. If you have questions about email marketing, we welcome the opportunity to discuss how you would like to use email and what it will take to get your first Constant Contact email out. Just call us at 303-989-5656 or send a message to fcail@effectivewords.com For further information on our full range of services, visit the Active Manager's Resource Center website at www.activemanagersresouce.com

[Try out Constant Contact for 60 days with a no-cost trial account.](#) No obligation. No risk. No credit card required.

Sincerely,

Linda Ferentchak, President
303-989-5656

Active Managers Resource Center
Financial Communications Associates, Inc.

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