



FUSION
CAPITAL MANAGEMENT

MARKETING PROGRAM ROAD MAP

Your guide to the Fusion Marketing Program's stages, features, and deliverables.



START UP: 2-3 WEEKS

REVIEW AND IMPROVE THE BRAND THAT WILL BE DRIVEN WITH YOUR MARKETING

This stage launches with the advisor and their staff filling out a questionnaire about themselves, their firm, and their current marketing. The marketing manager will then work with the advisor to build or refine all the necessary materials needed to promote that advisor's brand.

- Brand Message Clarity/Creation
- Facebook and LinkedIn Profile creation or refresh
- Website (optional add-on)
- Email Campaign and Account Set Up
- Blog System SetUp
- Compliance Review
- Staff Training

ONGOING

LET THE FUSION MARKETING ENGINE DRIVE YOUR BRAND

This program is design around a proven process of branding, content management, and promotion, all done by our staff and engine. Your job is to approve what we create, so we can promote it, and keep us informed of your opportunities (seminars, updates, events, etc)..

- Monthly Blog Posted to Website
- Article Promoted to Social Media
- Event Promotion (social posts, and email)
- Monthly ENewsletter
- Promotion of PR Opportunities
- Social Posting of program created content
- Marketing Materials Library
- 30 min/mo. of marketing consulting with marketing manager

AVAILABLE ADD ON'S

USE SOME AVAILABLE FEATURES TO RAMP UP YOUR MARKETING EFFORTS

- Website Design: \$997
- Additional Marketing Consulting: \$150 /hr
- Custom Content: \$100 per 600-800 words
- Additional Program Features Available Upon Request