

Importance of Marketing

What is the role of marketing?

What is the value of marketing?

What difference can marketing make?

Let me tell you a story...



Washington Post 2007 Experiment on context.

Would anybody notice the music was better?

Would he make more money?

Joshua Bell, who's "music does nothing less than tell human beings why they bother to live."







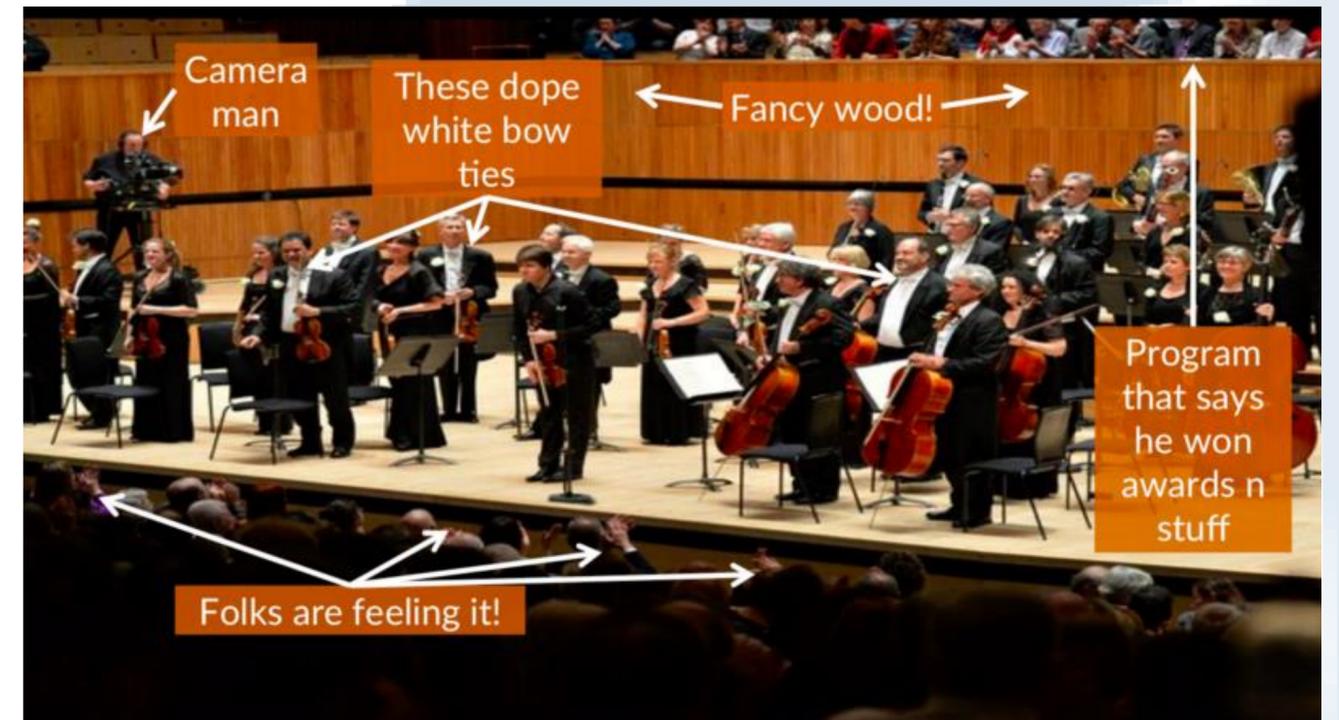


The quality of the service didn't change, but the presentation of context did.

You need a context that matches, and highlights your exceptional value

Key Takeaway:

If people cannot see, experience, and understand the exceptional value, they aren't going to be interested in it.



1. **Brand Definition**
2. **Quality Website**
3. **Credentials Displayed**
4. **Content Creation**
5. **Communication**



Brand Definition

- What makes you unique?
 - Personalized Service
 - Extensive Experience
 - Holistic Approach
- Create a specific brand message around that

Brand Messages

- “15 Minutes Could Save You...”, “We Know a Thing or Two...”, “You’re In Good Hands”
- “Because You Deserve More”, “Security. Value. Peace of Mind.”, “Helping People Retire On Their Own Terms Since 1975.”

GOALS

- Paint a picture of your firm's unique value
- Short and sweet description of what you do
- Easily repeatable
- Cannot communicate your value...you're not all that valuable

Website

- Rule No. 1: if you don't have one, get one
- Just over 3 out of 5 55-75 year old's research financial advisors online.



- It is your online storefront, and often your first impression on prospects.
- What impression are you giving?



Goals

- Present information on you, your firm, and your philosophy
- Feature your unique brand value
- Create a path for visitors
- Give them a chance to opt-in



Learn more about advisor websites

Ask me about our whitepaper...

*“Why Your Website Doesn’t
Work...”*

(and how you can fix it!)”

for more tips!



Display Credentials

The best way to prove your value is to show that other people value you.

Instead of relying on individual referrals, rely on the referrals of the masses.



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- Feature your media appearances
- Use “As Seen In Logos” (and capture more logos)
- Showcase your seminars and events
- Explain your designations



Create Content

- Content confirms your expertise. The more you can reinforce your knowledge and value, the more prospects trust you.
- Also allows for visitors to explore their interest and show you what they find valuable.



- You don't always have to be the expert, you can also be a resource
- Content isn't always simply books or articles

Market Commentary

August 28th, 2017 - Market Commentary



Overall this was a relatively quiet week with the market's attention focused skyward Monday on the solar eclipse, westward Thursday for the Jackson Hole central bank symposium, and southward Friday for the Harvey. [...]

August 21st, 2017 - Market Commentary



In a week market remained fairly steady Thursday when the market closed up 0.1% to 2,100.10.

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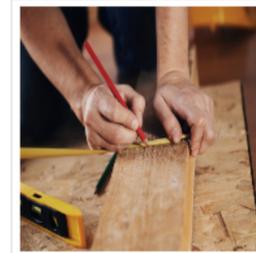


Yes

No

Duddy's Weekly

Measure Twice, Cut Once



There's an old adage in the construction industry: measure twice, cut once. Otherwise, pipe fittings, electrical connections fail and houses don't get built. I consider myself a handy person by nature, but I do know my way around a power tool. And although it's probably not the best idea to "outsource" home projects, I have learned the hard way on my own. I can't even tell you how many times measure twice has saved me from disaster. [...]

Financial Opportunities For Military Families



Today, I want to talk about a very important financial benefit that has some unique financial benefits that are often overlooked: a career in the military. I will provide an exhaustive list of the financial opportunities available to the members of our military. And any family member entitled to any such benefits should speak to a professional about their options. Our servicemembers make incredible sacrifices and should be taking advantage of any benefits available to them. [...]

The Facts & Logic Show



0:14 / 0:40

Communication

- Your value is only as great as your ability to communicate it.
- CCC
 - Good Communication is Consistent and Comprehensive



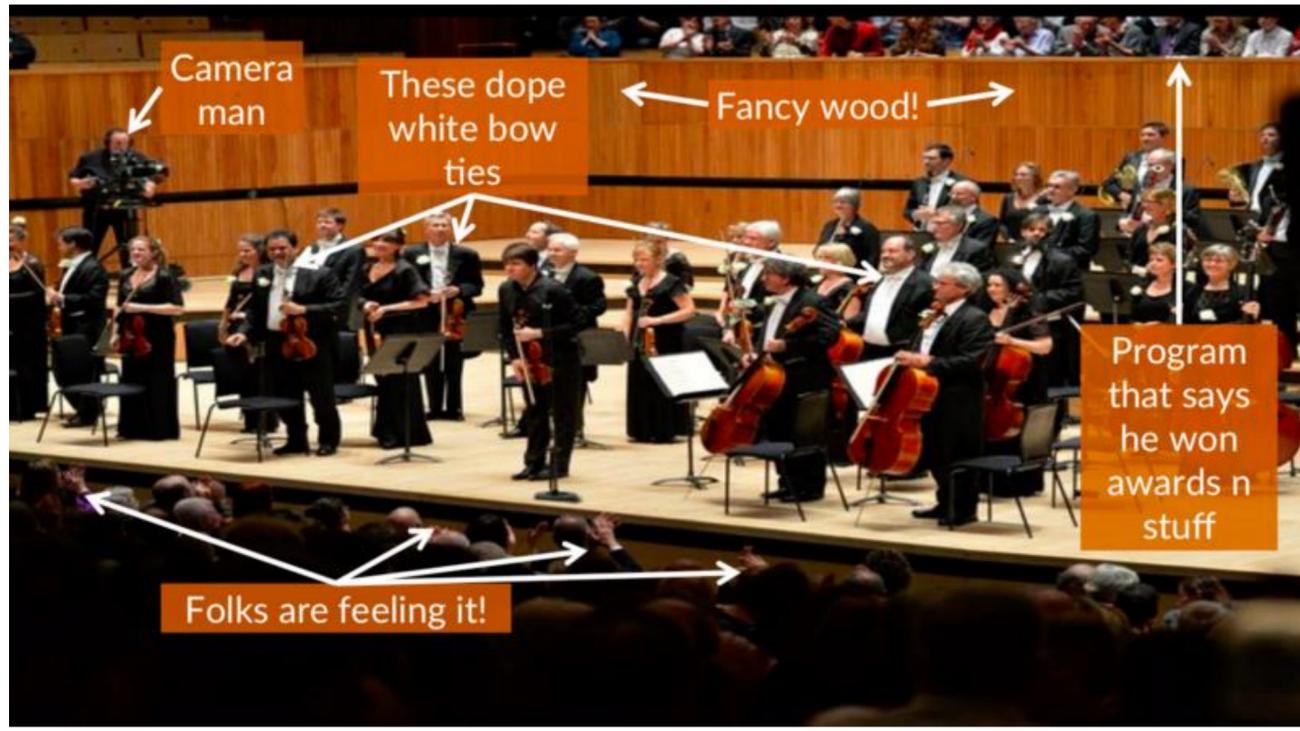
Consistency

- Your messaging should be the same on every channel.
- Your brand message should be omnipresent.
- Your messaging needs to be reinforced by the client's experience
- Your content and brand should reinforce your philosophy in a consistent manner.

Comprehensive

- Simply communicating through one channel will not engrain your message.
- It's important to reach your prospects everywhere...
 - Print mail
 - Social media
 - Email
 - Radio
 - Video
 - Websites
 - Local Events, and more!





Learn more about the marketing programs and how it can help define the right context for your value.

Marketing analysis available during event!