

10 Tips For Increasing Marketing Results



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You have the knowledge and skills of a great advisor, so make sure the right prospects are aware that you are the best choice for them.

1. Use A Marketing Plan That Meets Your Standards

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3. Be Yourself!

Being personable with clients and prospects will only increase the likelihood of them trusting you. People want to enjoy working with you, so take the extra time and engage in small talk. If they feel like they know you, they will trust you more.

4. Have A PR Plan

A great public relations strategy you can use is having a newspaper or channel quote you as an expert in your field. This is typically free and makes you look knowledgeable and trustworthy. People trust the news media they consume, so being on a news platform is great for credibility.

5. Showcase Your Skills

Use dinner events, seminars, and workshops to highlight your knowledge, skills, and experience to prospects. These events are perfect for turning prospects into clients. Prospects want to know advisors, so they can make the best choice for their financial future.

6. Don't Doubt Digital

Many advisors believe that digital marketing won't make a significant difference in conversions for their campaigns. However, an internal study found that campaigns that utilized both direct mail and digital marketing had 35% more conversions.

7. Send Cards + Gifts

Sending thank you cards to prospects that attended your event is a great way to remind them of you. This extra touch leaves a good impression on them even after the event is finished. If there is a certain prospect you have been wanting as a client, little cards or gifts are a great way to win them over!

8. Use Omni-Channel Marketing

Maximize conversion rates by utilizing all marketing channels. Engaging prospects across multiple channels will help you to fulfill your marketing objectives. Direct mail initially piques the interest of prospects, then digital advertisements serve as a reminder for prospects to sign-up for your event.



9. Be A Smart Investor

Invest strategically in your marketing plan. Analyze which aspects of your plan need more time and money to be as effective as needed. It's also smart to research the marketing companies before you start doing business with them. Use a marketing company with experience and more importantly, results.

10. Partner With The Industry Leader

LeadJig + Acquire Direct has decades of seminar marketing experience. We've invested heavily in technology and processes to propel your financial seminars, not only skyrocketing results but also tools and automation that make life easier.



Get in Touch

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