

Advisor Guide

Market Strategy

Developing a Marketing Plan

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Marketing Today

The world has changed significantly in the last few decades, and those changes have had a significant impact on the way advisors can build their networks and access their potential clients. Social media and online marketing channels like YouTube, Facebook, Twitter and blogs have changed the way that we communicate with prospective clients and the way that they search for and evaluate our expertise.

With this as background, we are going to focus on developing a marketing plan that will take the best of yesterday and combine it with the best of today. Referrals lead us to our best clients in the shortest periods of time, and building a network helps us to get more referrals. While the objective has not changed, how we achieve it is different.

Another significant change in marketing is the need to continually provide content as a means to highlight our expertise and build credibility to attract influencers and prospective clients. Content is the most trusted form of marketing today.

The marketing plans that we initiate today will have two primary components:

- Multi-dimensional network strategy for referrals
- Content marketing strategy

We will follow five steps to help us to develop the plan:

1. Put a stake in the ground
2. Prepare to tell the world
3. Focus on where you will find the clients
4. Develop a content marketing strategy
5. Develop a network strategy for referrals

During this workshop, your facilitator will lead you through these steps and provide a variety of frameworks and some thoughts on successful implementation techniques. You will be provided time in the workshop to record these in your plan. At the close of the workshop, you will have much of the thinking done and a clear action plan to take your marketing plan further and to begin your implementation phase.

Put a Stake in the Ground—Part One

Self-reflection

What things are you passionate about?

What are the personality traits of people you are drawn to?

In what products, capabilities or services have you developed expertise?

When you think about your current client base, what characteristics do they have in common?

Based on your answers above, what ideas do you have for creating a niche strategy?

Can it be further segmented (age, stage, gender, locations, affiliations, etc.)?

Put a Stake in the Ground—Part Two

Describe your ideal clients in this niche:

What are their concerns? What is important to them?

What value can you bring to them?

How are you uniquely qualified to work with them?

What research do you need to do in order to better understand this group?

Do you know others that are pursuing this market (competition)?

How are you different?

Prepare to Tell the World

Messaging

What are the needs that are specific to this group?

How will you meet those needs, what are your strengths?

What makes you special or different from others who may be competing for their business?

If you could only communicate three things to this niche market about you and your services, what would they be?

1.
2.
3.

Do you have one big idea that captures who you are and what you stand for?

Materials

What supporting tools and collateral should you have to market to this niche?

How can you ensure that your creative and design are consistent with your messages? (Note: The majority of advisors underinvest in design. Design matters! Your messages can get lost if it's not supported by strong design.)

What changes need to be made to your website to ensure that your messages are clear and your content is accessible?

What changes need to be made to other existing marketing materials?

Where to Find the Clients

Where do your clients congregate?

Offline:

Online:

Who has influence with this group (individuals/groups)?

What are the best methods and vehicles to reach these people?

Offline:

Online:

Develop a Content Marketing Strategy

What information is valuable to your prospective clients?

What opportunities are there to share this information?

Where will you look for existing content to leverage?

How will you partner with others on content creation?

How and where will your audience be able to access your content?

Develop a Network Strategy for Referrals

Which professionals in your network would be a good source of referrals?

How will you engage them?

How can you expand this network?

What existing clients might be good referrals for your niche?

What local media exist that align with your niche and how could you become a content source for them?

What ideas do you have for securing strategic partners? Could you joint venture or partner with organizations that support your niche? How could you work together?

How will you leverage social networks?

LinkedIn:

Facebook:

Twitter:

What changes need to be made to your LinkedIn and Facebook pages?

Bringing it All Together—High-Level Marketing Plan

What is your niche market?

What needs do you address?

How are you different?

What are your key compelling messages?

Content marketing strategy

What content will you provide?

What primary channels will you use?

How frequently will you publish content?

Integrated network strategy for referrals

My plan to leverage current network of professionals:

My plan to expand network:

Materials required

Offline:

Online

Action Plan

Action Steps	Date

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