

# Six ways that leading advisors get noticed

When everyone is fighting to be heard, how can you rise above the noise?

## Consistency is key

It's not enough to be different, you must be consistently ahead of the game. Every advisor is looking for ways to gain the attention of valuable prospects, and those that rest on their laurels are in danger of being left behind. Investors appreciate value, and advisors who can consistently demonstrate that value are more likely to succeed.

Here are six ways leading advisors are getting noticed.



### PROFESSIONAL, MODERN WEBSITE

A website is the first and most powerful impression a consumer will have of a company or brand.<sup>1</sup> But it's not enough to simply have a site – it needs to be modern, polished, captivating. Studies show that customers click away from broken or boring websites within just a few seconds. You must include SSL certificates, mobile-friendly functionality and prominent contact information. Include professional headshots of you and your staff to make a personal connection. Incorporate pictures, icons, videos and quick, consumable text. This is your first impression, make it powerful.

<sup>1</sup>SWEOR, *27 Eye-Opening Website Statistics: Is Your Website Costing You Clients?*, March 5, 2020. <https://www.sweor.com/firstimpressions>



### RETARGETING

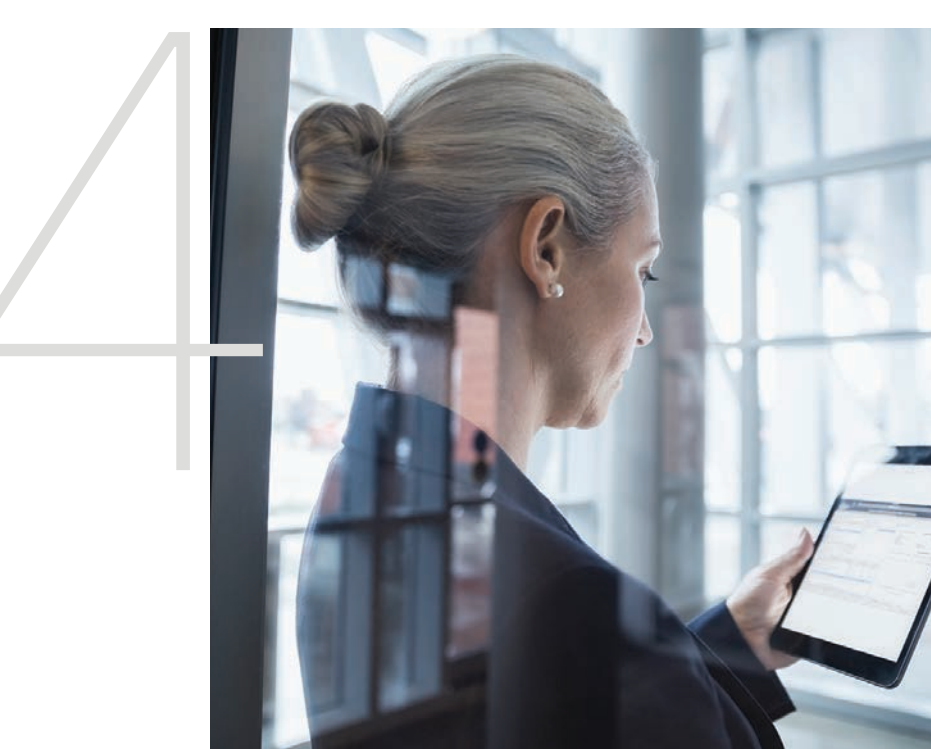
Think like Amazon: Employ retargeting ads to drive traffic back to your website time and time again. Consumers who see retargeted ads are 70% more likely to convert on your website.<sup>2</sup>

<sup>2</sup>ReadyCloud, *These 2018 Retargeting Statistics Prove It Works*, April 12, 2018. <https://www.readycloud.com/info/these-2018-retargeting-statistics-prove-it-works>



### CROSS-CHANNEL CAMPAIGNS

The “Rule of Seven” says that a consumer needs to hear your message seven times before they will buy from you. That's why big brands hit you with coordinated messaging everywhere you go: email, social, television, direct mail. But you must be strategic or else it's just noise. Successful campaigns create urgency to complete a certain action and are most successful when you incorporate a personalized follow-up (often a thank-you email).



### PROVIDE ENGAGING, RELEVANT, CREDIBLE CONTENT

Consumers crave content, so give them what they want. Tailor messages to your ideal prospect and sprinkle in some personal touches. Investors like to get a feel for who you are as a person, so consider weaving in updates on community involvement, social cause support and even life hacks.



### EMBRACE VIDEO

Video content outperforms all other forms of content by a wide margin.<sup>3</sup> If you're not sharing videos in some way, you're leaving a lot of engagement (and money) on the table. People have short attention spans, so short videos are just the ticket. Include them in your website, social and email when possible.

<sup>3</sup>Promo, *Video Ads vs Image Ads: A Comparison*, August 27, 2019. <https://promo.com/blog/video-vs-image>



### HANDWRITTEN NOTES

Direct mail isn't dead.<sup>4</sup> Letters and cards are among the most impactful marketing tools. There is real value in a quick handwritten note inserted with a printed newsletter or special report. Consumers recognize the extra effort, and a physical letter is always more likely to be noticed than an email. You don't have to do it for every contact, but it's a great approach for new leads in your database to showcase the personal touch you provide.

<sup>4</sup>eMarketer Pro, *Types of Channels US B2C Marketers are Personalizing, June 2019*, March 16, 2020. <https://chart-na1.emarketer.com/235262/types-of-channels-us-b2c-marketers-personalizing-june-2019-of-respondents>

## Rise above the noise

Take the next step to get noticed. If you haven't already, schedule a time to talk with our specialists about creating a Semi-Custom Website, powered by Broadridge technology. Or, upgrade your outreach with Digital Lead Optimizer. We'll help you win the fight to be heard.

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