

Accelerating digital: 2020's impact on financial advisor marketing

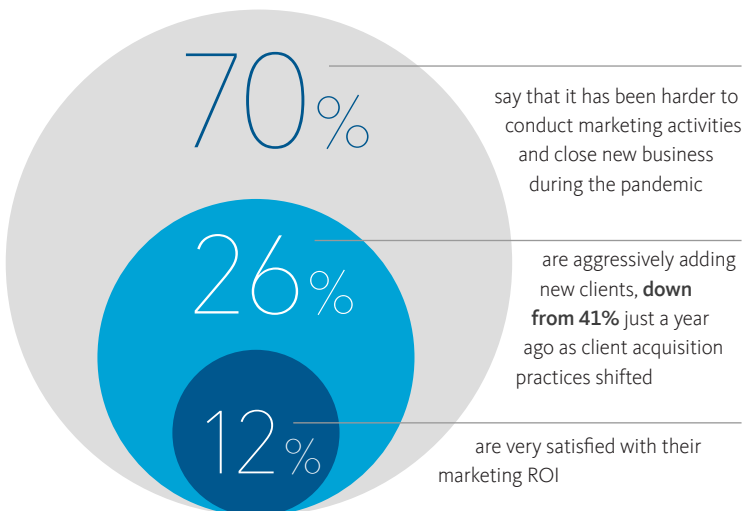
What worked? What didn't? What's next? We spoke with 400 advisors to uncover how 2020 impacted marketing—and what growth-oriented advisors do differently to thrive.



Research conducted in August 2020 by independent research firm, 8 Acre Perspective Corp.

Challenged by 2020? You were not alone.

WHEN IN-PERSON ACTIVITIES CAME TO A HALT, SO DID ADVISOR CONFIDENCE.



Advisors with a defined marketing strategy found ways to overcome.

MANY ADVISORS ADAPTED—SHIFTING THEIR FOCUS TO DIGITAL ENGAGEMENT. ADVISORS WITH A DEFINED MARKETING STRATEGY:

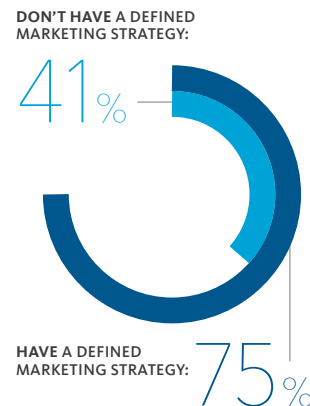
- ✓ Were **twice as likely** to have increased their marketing spend during the crisis
- ✓ Allocated more of their resources to acquiring new clients—**69% of their marketing spend**
- ✓ **Increased their reliance on technology**, incorporating webinars, video content and digital advertising into the mix

THESE EFFORTS PAID DIVIDENDS:

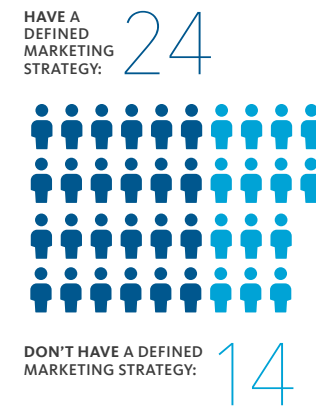
LEADS GENERATED THROUGH THEIR WEBSITES PER MONTH



CONFIDENCE IN MEETING GROWTH GOALS



NEW CLIENTS LANDED IN THE PAST 12 MONTHS



Step up your digital game to attract and retain investors.

65% of advisors who generate leads through their website still find it ineffective at meeting growth targets—indicating opportunity for further optimization for discoverability and lead capture.



Almost all plan to increase their investments in video, digital advertising, webinars, search engine marketing and social media.

Mastering digital is a must.

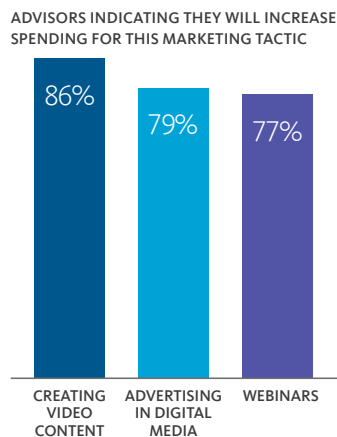
While there will always be a role for in-person events, advisors anticipate that the shift to digital is here to stay. Broadridge is ready. We can help you devise and execute a marketing strategy incorporating the technology and tools the next generation of investors expect from their advisors, so you are relevant no matter what comes your way.

In the face of marketing challenges, you can reinvent your strategy—and succeed

Advisors who increase resources toward digital and virtual content set themselves up to respond more effectively to trends in the coming year.

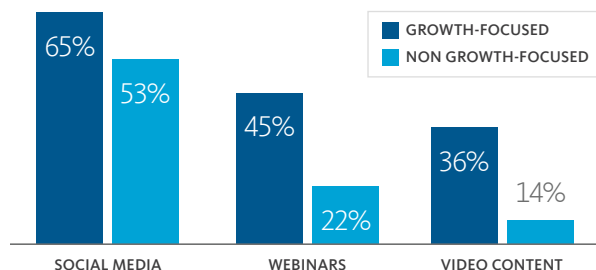
Advisors expect to spend more on digital in the next 12 months.

In addition to reallocating budgets from in-person events, advisors indicate they're also reallocating marketing dollars from printed materials, TV and radio ads, and the purchase of qualified leads.



Growth-focused advisors focus marketing efforts on digital and virtual experiences.

CURRENT AREAS OF MARKETING INVESTMENT

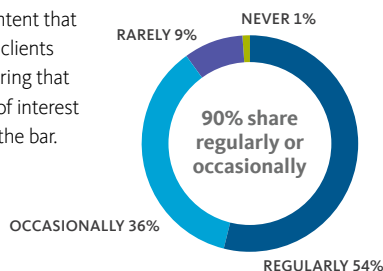


Website optimization drives growth.

Advisors indicate that websites (34%) nearly match in-person (35%) events as the most effective marketing strategy for advisors. Since the future of in-person events is uncertain, advisors should remain flexible in adapting to the increasingly virtual environment.

Educational content is a marketing differentiator.

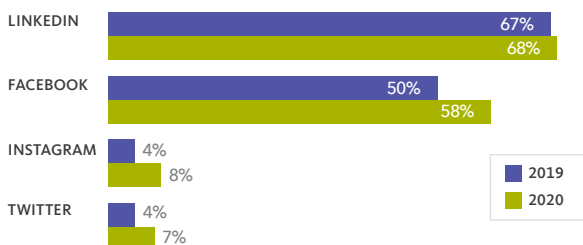
Consistent delivery of content that appeals to prospects and clients is only the first step. Ensuring that readers learn something of interest from your content raises the bar.



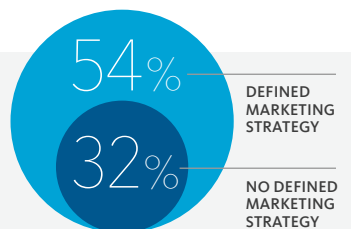
Marketing plan influences social media effectiveness.

Implement a defined digital marketing strategy to achieve higher rates of lead conversion. Prioritize LinkedIn and Facebook, the preferred social media channels of advisors—a trend likely to continue in 2021.

SOCIAL MEDIA PLATFORM LEAD CONVERSION



OBTAINED LEAD THAT BECAME A CLIENT THROUGH SOCIAL MEDIA

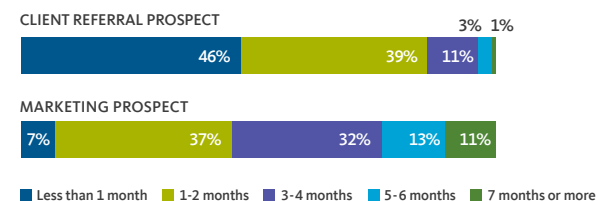


Boost client referral activity to accelerate your digital marketing strategy.

Deliver a superior client experience to drive referrals. Prospects from referrals convert much faster than those from marketing activities alone.

85%
CONVERT TO A CLIENT IN UNDER 2 MONTHS

TIMELINE FOR CONVERSION FROM PROSPECT TO CLIENT



The world has changed, and what you do next matters most.

The unprecedented challenges facing wealth management in 2020 reveal opportunities for all advisors to improve marketing efforts, especially data-driven digital activities. Broadridge delivers the tools and strategies advisors and clients need to bridge the gap between digital and in-person—and will remain your trusted partner every step of the way.

Learn how you can tap into a wealth of proven resources and expertise at: broadridge.com/advisor.

Ready for Next