

Stand apart from the crowd

Five digital marketing strategies that work.

You're not average, so don't settle for average. Execute these five strategies proven to help advisors anchor a winning digital presence.

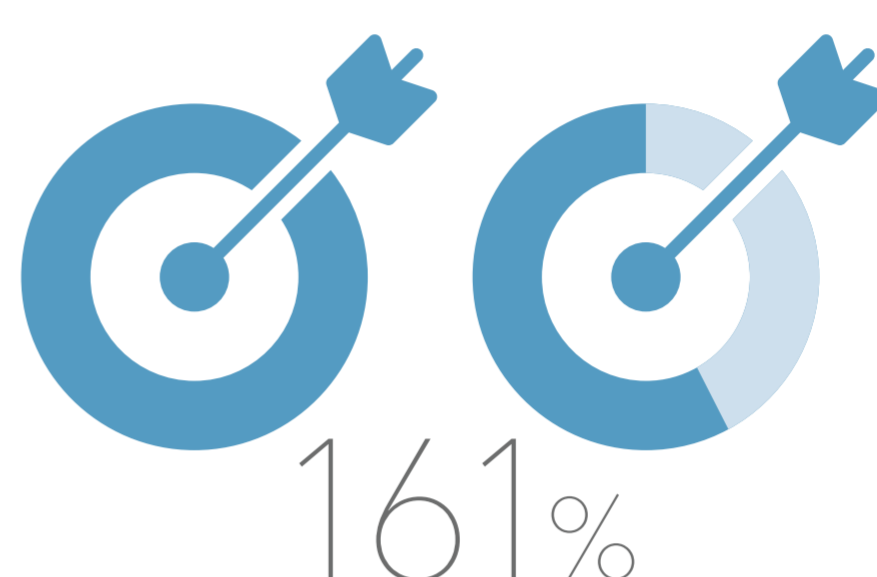
01. Build a prospect-focused website

Make it easy for your audience to get the information they need.



02. Practice retargeting

Retargeting banner ads will help bring visitors back. Advertisers have seen a 161% rise in conversion rates through the smart use of retargeting ads.¹



¹ Creadits, July 2019, <https://creadits.com/blog/8-remarketing-stats-make-you-look-twice/>.

03. Get social

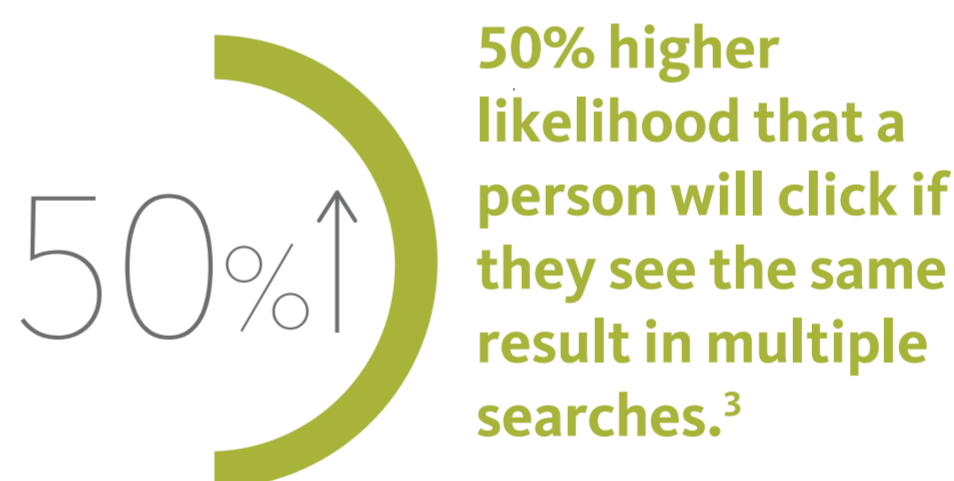
Boost your social posts to local prospects who meet your target market criteria. LinkedIn, Facebook and Twitter allow you to target based on geography, demographics and more.



04. Optimize local search



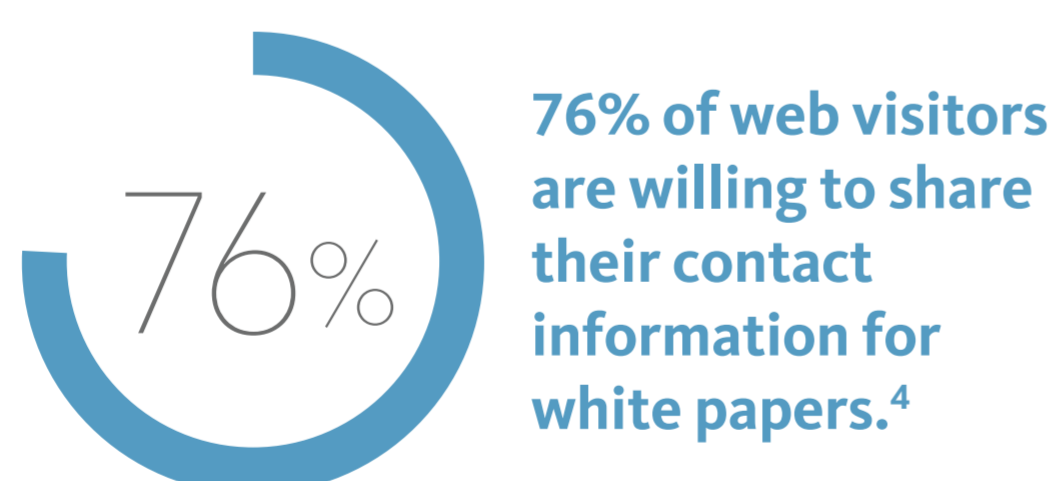
² Omnicore, Feb 2020, omnicoreagency.com/digital-marketing-statistics/



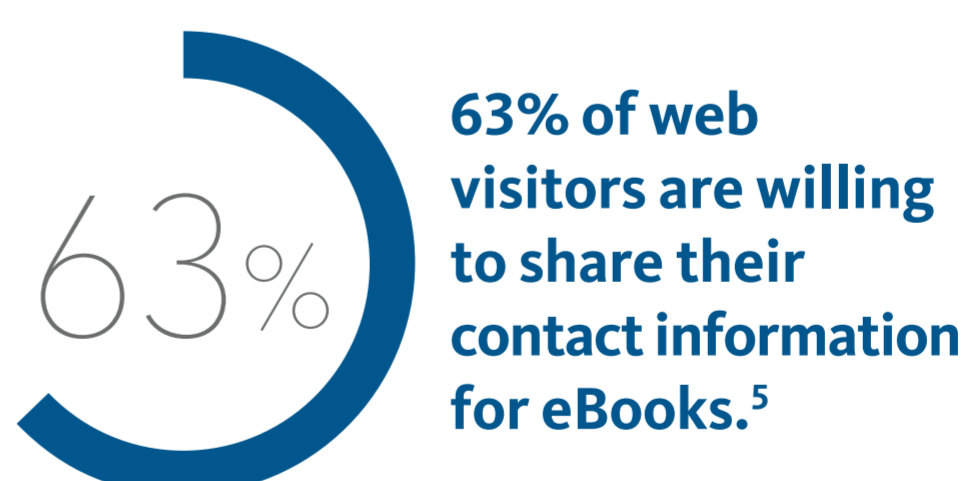
³ Ibid

05. Deliver valuable content

You're targeting the right people, now get their attention with engaging content.



⁴ Omnicore 2018



⁵ Omnicore 2018

Attract new clients. Let us help.

Create a digital presence that sets you apart from average advisors. Broadridge combines unique industry perspective, proven best practices and intelligent digital marketing tools to help you distinguish your brand, strengthen relationships and attract more high-net-worth clients.

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