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

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
93% of all website traffic runs through search engines.²

50% higher likelihood that a person will click if they see the same result in multiple searches.³

05. Deliver valuable content
76% of web visitors are willing to share their contact information for white papers.⁴

63% of web visitors are willing to share their contact information for eBooks.⁵

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.

broadridgeadvisor.com/StandOutFromTheCrowd.html

² Omnicore Agency, Feb 2020, omnicoreagency.com/digital-marketing-statistics/
³ Ibid
⁴ Omnicore 2018
⁵ Omnicore 2018

DIGITAL MARKETING STRATEGIES