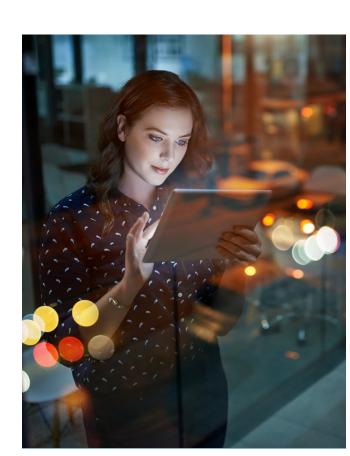


The Value of Outsourcing Your Marketing

Marketing is hard. New research shows that many financial advisors lack a defined marketing strategy and aren't sure which strategies and technologies are most effective.

Good news — Enlisting the help of an external financial marketing partner makes it easier to boost lead generation, client acquisition and return on marketing investment (ROMI). Here's how.

1. FOCUSED MARKETING STRATEGY



Arming yourself with a financial marketing partner gives you the know-how, experience and follow-through to effectively target the right prospects and clients.

83% of financial advisors are challenged in developing a marketing plan and strategy.

82% have difficulties selecting the appropriate technology to leverage.

of financial advisors are challenged in finding time for marketing efforts. Broadridge study, May 2019

2. TIME SAVINGS

Employing an external marketing partner allows you to focus on client relationships while your marketing partner executes continuous marketing engagement.

Experts recommend communicating with clients $12\ to\ 18$ times per year to stay top-of-mind.











CITY







SALARY+BONUS

of investors have reallocated investments or changed relationships with investment providers based on content found on social media. Cogent Research 2013 study

3. SMARTER FINANCIAL INVESTMENT

savings compared with hiring an in-house expert — especially when you factor in salary, benefits, marketing technology and advertising spend. \$102,322 median salary

Outsourcing marketing can result in cost

for marketing manager in United States. per hour additional

U.S. Bureau of Labor Statistics, 2018

cost to fund employee benefits.

\$128,209	\$136,907
\$123,809	\$132,208
\$113,240	\$120,921
\$108,461	\$115,819
\$101,334	\$108,209
\$99,610	\$106,368
Data from Salary.com, August 2019	
	5123,809 5113,240 5108,461 5101,334 599,610

SALARY

4. REDUCED RISKS



your practice to risk: Do they have the right skill sets and knowledge? Are they well versed in compliance and financial

Bringing marketing experts in-house can expose

- regulations?
- Have they managed successful financial services marketing campaigns?

34% of financial advisors are challenged in finding the right people to help with marketing. Broadridge study, May 2019

Market smarter. Win more business. Broadridge can help.

Demystify the marketing process by partnering with Broadridge, the industry leader. Our uniquely comprehensive financial marketing toolkit provides engaging content and intelligent technologies to help you crack the marketing code.

Ready to take the next step?

Call +1 800 233 2834, email advisorsolutions@broadridge.com or visit **broadridgeadvisor.com** to learn more.

Broadridge, a global Fintech leader with over \$4 billion in revenues and part of the S&P 500[®] Index, provides communications, technology, data and analytics. We help

drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth.

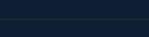
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