



How a busy financial adviser can turn limited time into marketing success

Many small businesses leave marketing in the too-hard basket because they don't know where to get started. Yet as financial advisers we have an amazing head start when it comes to building a simple, effective marketing strategy.



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Introduction by Matt Heine

In the highly commoditised world we live in today, marketing plays an increasingly important role.

If you think about the iPhone for example, 11 years ago when it was launched it was very novel, it was very novel with many great and unique features. Now more than decade on, it's becoming hard to differentiate between an iPhone and all the other brands on the market, yet it remains a desirable product for which consumers will pay a premium. This is the difference that marketing makes, and companies that do it well are successful.

We don't all have the marketing budgets of giant corporations like Apple, but there's a lot we can learn from them. The aim of this whitepaper is to demystify some of the strategies of the global leaders in marketing and to provide a practical guide on how smaller businesses can use them as well.

Matt Heine

Netwealth - Joint Managing Director



In the highly commoditised world we live in today, marketing plays an increasingly important role.



Introduction

Where do I start?

When thinking about marketing, a big challenge for many small businesses is: Where do I start? Am I going to build a better website? Should I focus on social media? What about a podcast or a webinar? Shall I try to increase my referral networks or cross-sell into new products and services? There are so many choices.

There are so many choices



Where do I start?

Know your customer

A really good place to start is with your customer. Who are they? What do they want? Once you have a very clear picture of the people you want to reach, you are ready to begin building a marketing strategy.

That's why it's often said that the single most important role of a marketer is to put yourself in the shoes of your customer.

However, understanding your customer intimately goes beyond looking at their financial or wealth needs or status. It's not enough to simply say: "Hey, let's focus on high net wealth individuals", or "let's look at pre-retirees".

To market to a person effectively you need to get to know them intimately.

For example, where do they hang out? How do they enjoy spending their time? What are some of their unmet needs, their hopes and dreams and fears? If you can get inside their heads and understand what motivates them to act, then you have the opportunity to really connect with them.



To market to a person effectively you need to get to know them intimately.



Where do I start?

Your head start

As a financial adviser you have an amazing head start when it comes to marketing. By virtue of the fact that you go through a detailed discovery process with your customers, you have access to a treasure trove of information most marketers can only dream of.

Look at the two people described in this table. Are they the same person? From the initial demographics and their goals, you may think so. But a closer examination of their behaviours and attitudes reveals they are in fact very different in their outlooks. They might respond to the same message very differently.

Put yourself in their shoes...

Advisers you are privileged, you have access to information that most marketers can only dream of!

PERSON 1	PERSON 2	
Age: 60-65 years Life stage: Retiring in next 2 years FUM: \$1.5m?	Age: 60-65 years Life stage: Retiring in next 2 years FUM: \$1.5m?	Same? Maybe
Goals: <ul style="list-style-type: none">Maintain lifestylePay for grand kids school2 cruises per year	Goals: <ul style="list-style-type: none">Maintain lifestyleGive \$ to local footy teamBuy a holiday house	Same? Perhaps
Behaviours/attitudes: <ul style="list-style-type: none">Nervous about retirementLoves technologyLoves being social	Behaviours/attitudes: <ul style="list-style-type: none">Confident investorLoves being in the gardenThinks the world is moving to fast	Same? No way!

Where do I start?

Building customer personas

By identifying two or three types of customers that matter the most to you, you can focus your marketing efforts for maximum effect. Marketers call this process building customer personas.

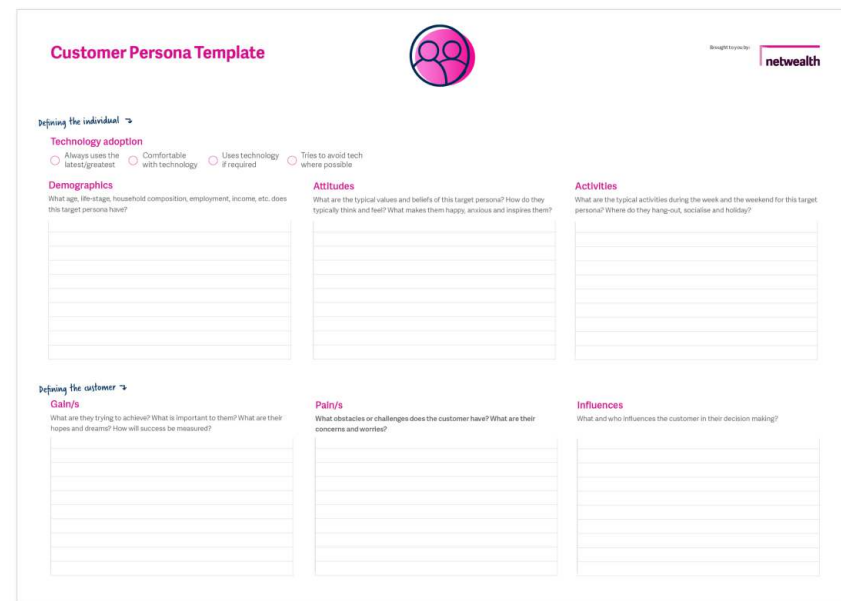
Give them a name, such as "the Weekend entertainer", or "the Worried Pre-retiree". Define their demographics, their age, their lifestyle. Then really try to understand what their pain points are, and what they hope to achieve. Look at who their influencers are.

Ask whether they prefer luxury goods or bargains, whether they're ambitious or satisfied with their life,

whether they're family orientated or solo, whether they're leaders or followers, whether they're early adopters or laggards when it comes to technology.

There also some really useful tools like persona and empathy maps that allow you to define your key market segments. At Netwealth, we have developed [a free online tool](#) to help you with this.

From this exercise, you will have a really good idea of a couple of your key target segments. This should inform all your marketing activities aimed at them going forward.



Customer Persona Template

Brought to you by: netwealth

Defining the individual

Technology adoption

☐ Always uses the latest/greatest
 ☐ Comfortable with technology
 ☐ Uses technology if required
 ☐ Tries to avoid tech where possible

Demographics

What age, life-stage, household composition, employment, income, etc. does this target persona have?

Attitudes

What are the typical values and beliefs of this target persona? How do they typically think and feel? What makes them happy, anxious and inspires them?

Activities

What are the typical activities during the week and the weekend for this target persona? Where do they hang-out, socialise and holiday?

Defining the customer

Gains

What are they trying to achieve? What is important to them? What are their hopes and dreams? How will success be measured?

Pain/s

What obstacles or challenges does the customer have? What are their concerns and worries?

Influences

What and who influences the customer in their decision making?

Download your free customer persona template at netwealth.com.au/innovation



Risk takers ↔ Risk averse

Leaders ↔ Followers

Do-it-yourself ↔ Do-it-for-me

Family orientated ↔ Solo

Thinkers ↔ Doers

Ambitious ↔ Satisfied

Luxury ↔ Bargain

Tech adopter ↔ Laggard

And...

Customers have multiple dimensions

The customer journey

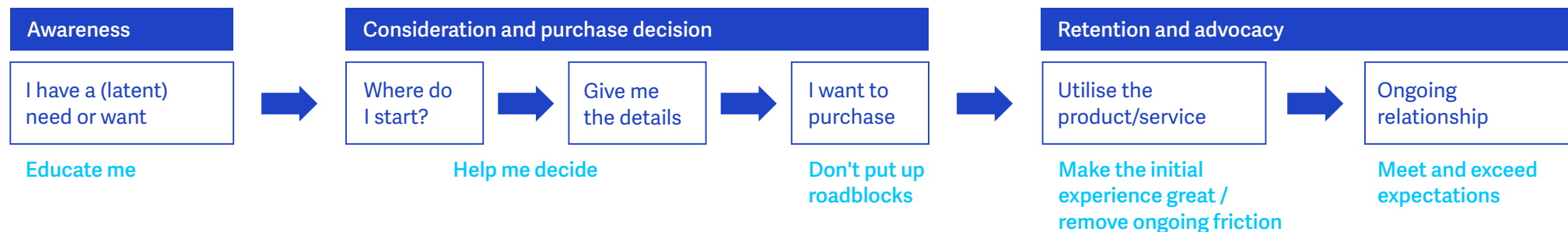
Now that you have a clear picture of the people you are marketing to, let's map out the journey you want to accompany them on. The customer journey begins from when a potential prospect first becomes aware of your business, through the

process of engaging with you, becoming your client and then developing a long-term relationship with you. The different stages of your customers' experience represent opportunities to influence and market to them.



Each stage represents an opportunity to influence customers.

Marketers call this a 'customer journey map'. Just as every business is different, every customer journey is unique, but they all include the same fundamental stages.



The customer journey

Awareness stage

Let's call the first stage awareness. This is when your potential customer first realises they may have some opportunity, symptom or problem. For example: "I need to save more" or "I want to leave money for my kids, but I'm just not sure how." Or in the context of other industries, examples might be: "I have a sore throat, fever, and I'm achy all over. What's wrong with me?" or "my car is making a periodic funny noise from under the hood,

what should I do?"

As a marketer, this early stage of exploring is an opportunity to educate and assist the potential buyer and move them along to the next stage.



The customer journey

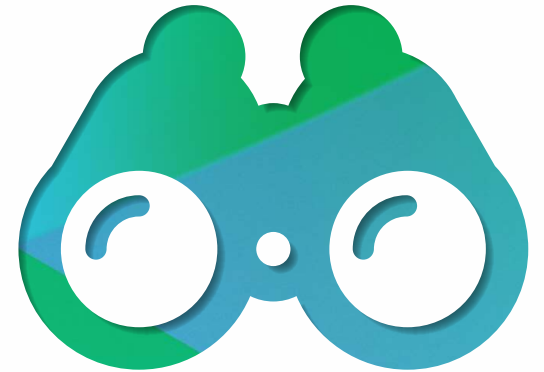
Consideration stage

From awareness the customer moves on to the second stage, consideration. By this point, they have narrowed down their issue, and are looking for someone who can assist them or address their need. Often at this stage the person may not necessarily have all the specific details they need to make a decision, so they could be looking for someone or thing (e.g. website) who understands the broad landscape.

They may be asking: "Do I need an accountant for this, or rather a financial adviser?" "What should I

look for when choosing someone to help?"

This stage represents an opportunity for you to display your expertise in your field. Your main role here as a marketer is to provide detailed information to help them make a go/no go decision.



The customer journey

Decision stage

Once a customer has completed their research and reached the point of deciding to buy, your role as a marketer is to make the purchasing process as smooth and painless as possible by removing any roadblocks to concluding the deal.

For example, ensure that documentation is well prepared and clearly marked for signature. Be prepared to answer any final questions around details such as pricing or terms.

Signing on the dotted line can be a stressful experience when making a major purchasing decision, so do whatever you can to ease the customer's path.



The customer journey

Retention stage

The last stage of the customer journey is advocacy, or from the businesses point of view, retention. The retention stage starts immediately after the customer has decided to accept your offer and make a purchase. Your new customer needs reassurance and positive reinforcement.

Common concerns here are: "Did I make the right decision? Does this person have my best interests at heart?"

After this, the marketer's role is to turn this new relationship into a long-term partnership by continually exceeding expectations and add value.



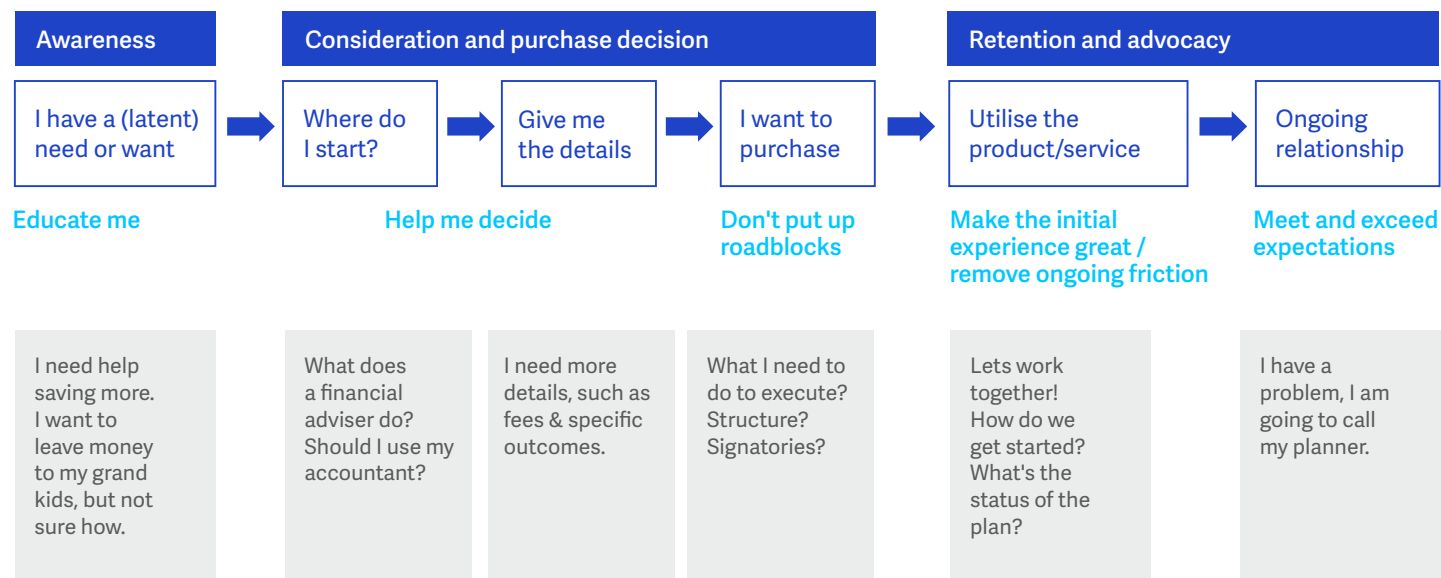
The customer journey

Where will you focus?

Understanding the difference between the customer journey stages allows you to develop marketing activities to match your business objectives.

For example, if you're looking to grow your client base, perhaps you should focus on the awareness and consideration stage. If you are getting plenty of prospects through the door, but not converting, you may consider the decision stage. But if you're more interested in increasing share of wallet, you might want to concentrate more on the retention and advocacy phase.

Example: Adviser client

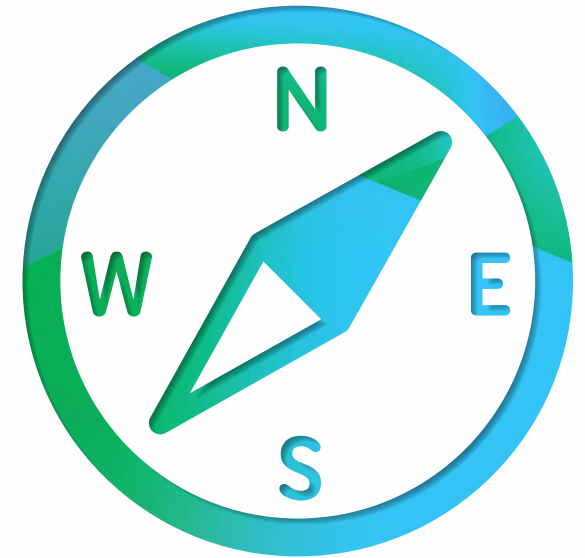


Choosing your tactics

Having identified your customer and chosen focus points along their journey, you can now begin to define specific marketing tactics for achieving your goals.

Let's examine three options.

01. Content marketing
02. Local area marketing
03. The first 100 days (of the relationship)



Choosing your tactics

01. Content marketing

What is content marketing?

Content marketing is a type of marketing that involves the creation and sharing of valuable and relevant content that does not explicitly promote a company's product or service, but rather is intended to stimulate interest in its brand and to drive customer action.

It is a way to build engagement with your customer base, telling them stories they will find compelling and providing them with information they are looking for. It's a tool to add

value for your prospects and clients even when you're not meeting with them. It is the secret to great social media marketing.

Research proves that interesting, educational content greatly increases consumer trust and brand affinity. After consuming a brand's content, people are over 130 per cent¹ more likely to purchase from that brand immediately afterwards, and even a week later the effect is still strong.



Content marketing is intended to stimulate interest in your company and drive customer action.

Content can come in any number of forms. Things like presentations, webinars, interviews and case studies, research, white papers, infographics, articles, e-books, videos, blogs and podcasts are all forms of content.

¹ <https://www.conductor.com/learning-center/educational-content-impacts-revenue/>

Content marketing case study

SugarMamma.TV

One example of someone doing content marketing well in the wealth industry is financial planner Canna Campbell. In 2015, she started SugarMamma.tv, an online money and well-being website created to empower women and teach them to achieve financial freedom.

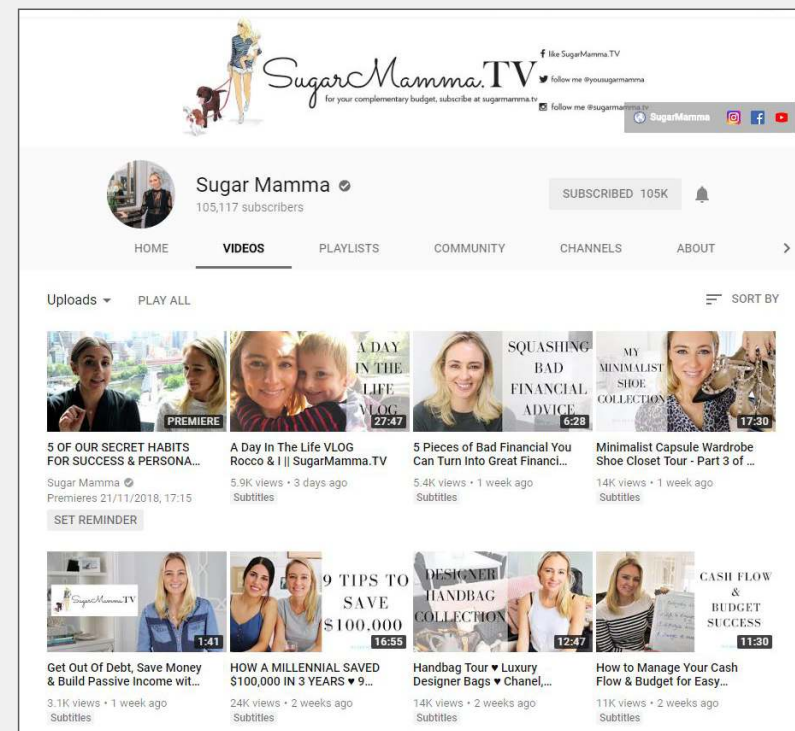
She covers a variety of topics, ranging from getting rid of credit card debt to budget-friendly home decorating. She has built up a YouTube channel with over 100,000 followers.

Extraordinarily, many of her videos have over 100,000 views. Imagine if your financial advice business could achieve

even 10,000 views of a single video.

What's really amazing is that the production quality of these videos is not what you'd see from a large company. They are well-scripted but relatively low-tech, nothing that you couldn't do yourself with a good smartphone and a tripod.

On her website she has a form: "Skype SugarMamma to book a consultation". This is her lead generation. She has times available where she can hold a Skype meeting with you—a great use of technology to reach new customers.



0.1 Content marketing

Sources of content

Content can originate from any number of sources. Your existing clients can give you testimonials which are a very good way of helping a potential future client understand what you can offer. Your client experiences could also form the basis of case studies.

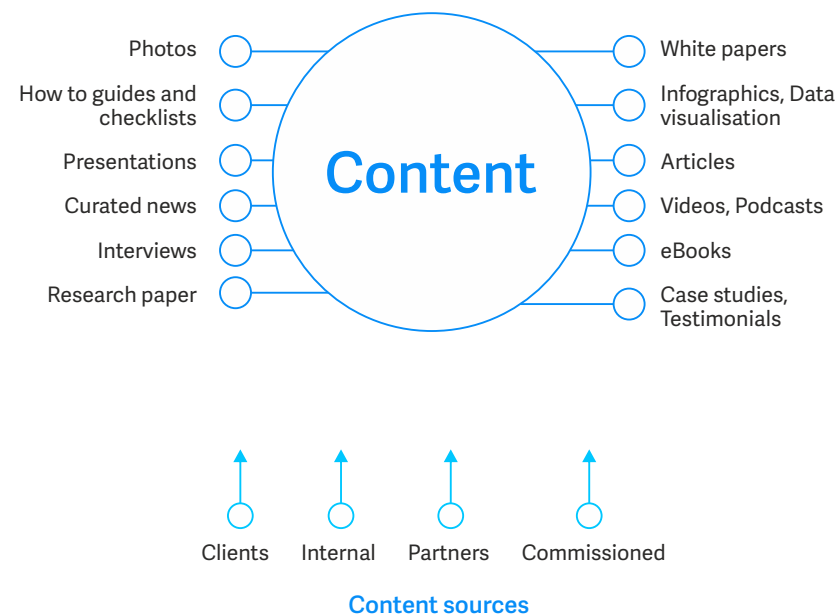
Your internal team can create content. They can write articles or be part of a video series. They can produce webinars and podcasts.

You could co-collaborate with referral partners and your other partners to create co-branded content, perhaps in the form of articles or e-books. They will help

generate new ideas and different concepts. For example, invite your mortgage broker partners to talk about different types of mortgages and the pros and cons of the options available.

You can also commission content. With the changing landscape of the media industry there are lots of good journalists looking for work, and you can commission high-quality content at a reasonable price.

Different types and sources of content



0.1 Content marketing

Choosing the tactics best for you

Referring back to your target market, where does content marketing fit in? It provides you with some specific tactics to reach your customer along their journey.

For example, if you are focusing on the awareness stage of the customer journey, suitable tactics might be seminars, special reports or commissioned how-to guides, perhaps even online tools such as a super requirement calculator.

To reach people in the consideration and decision stage, it might be comparison guides and webinars or Q&A sessions with experts. You might do some behind-the-scenes

videos on your practice - meet the staff, what are their areas of passion and expertise?

In the retention and advocacy stage, once the SOA is signed you could provide video guides of how to use your customer-facing technologies. To establish ongoing relationships, you might use a quarterly magazine with insightful and educational articles.

Of course a lot of content will be effective to some extent across a number of stages of the customer journey.



Content marketing provides you with tactics to reach your customer along their journey.



"If your stories are all about your products and services, that's not storytelling. It's a brochure. Give yourself permission to make the story bigger."

- Jay Baer

0.1 Content marketing

One big idea

A good way to get started in content marketing is with one big content idea. This topic can then be examined in detail in a whitepaper or similar piece of content, which then forms the basis for several shorter follow-up pieces.

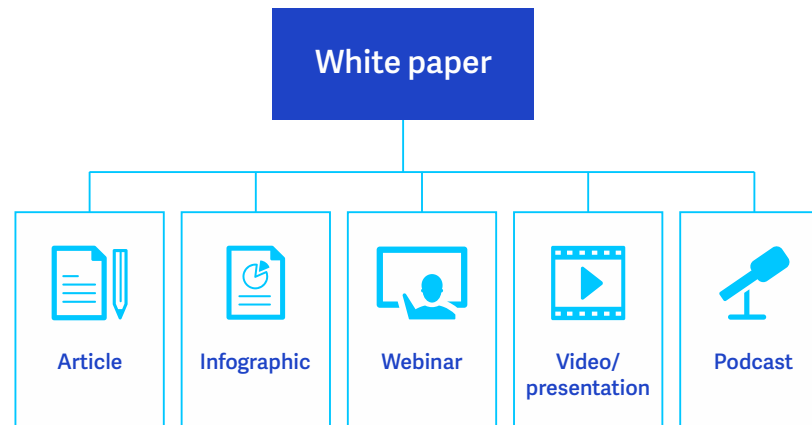
Speak to your clients. Speak to your target personas that you created, ask them questions about themselves, and find a topic and a piece of content that is unique, hard to find and meets their needs.

You might have a large group of clients who are nervous about retiring. For them you could create a whitepaper about how to plan

ahead for a happy and successful retirement. From that you can link to several related articles and create infographics, perhaps a webinar, a podcast, a video or a face-to-face event.

Netwealth's AdviceTech Report is an example of how one big content idea can work in a business-to-business context. Every year we survey over 300 respondents and consider their technology usage. We ask advisers, "What technology do you use in your practice?"

Example execution of one big idea



0.1 Content marketing

The survey results form the basis for the 40 or 50-page report that is highly detailed. From that, we do a keynote presentation and several videos, infographics and articles. Last year, we had two press releases and over 30 media mentions, which generated many social media posts. This was all from one report.

There are so many different ways to grow additional content from your one big idea. This can easily give you three or four months' worth of content. Repeat two or three times a year, and you have enough content for a whole year!



Example - AdviceTech Netwealth

200+ respondents considering over 25 different technologies used in their business

- Keynote presentation
- Webinar
- 3x infographics
- 15x articles
- 2x press releases
- 30+ media mentions
- 20+ social media posts

0.1 Content marketing

A picture paints a thousand words

Make sure you use lots of imagery. People engage and learn more by seeing than they do from reading or hearing, so video and images really cut through.

Content with pictures grabs and hold our attention far better than words alone, and moving pictures, i.e. video, are best of all, where research indicates that social media videos generate 1200 per cent more shares than posts containing only text and images combined².

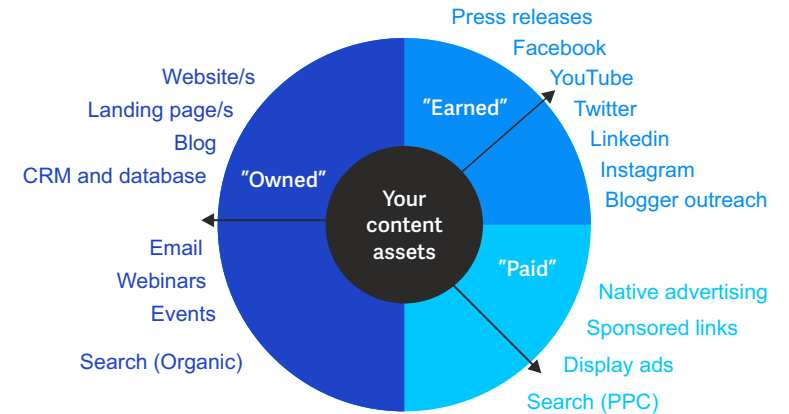
Getting it out there

Once you've developed your content, the challenge is how do you distribute it?

Once you have uploaded or linked your content to your website or blog, you need to drive traffic to it. Start with email or a newsletter and your CRM or customer database.

On social media, if you've already got a group of followers, post to them. Let them see all your content. Let them share it with their friends. In fact, a social media strategy often starts with the creation of high-quality interesting content.

Content distribution



² <https://smallbiztrends.com/2016/10/video-marketing-statistics.html>

0.1 Content marketing

In fact, a social media strategy often starts with the creation of high-quality interesting content.

You can also pay for content to be distributed via many online channels, including Facebook or LinkedIn, and for a higher price through publications like the Australian Financial Review.

There are numerous bloggers talking about everything from cooking to financial advice. Reach out to them and offer them your content. Like you, they are always looking for new content.

And finally you can cross-link content with your referral partners and other businesses talking to the same personas as you.

Low-cost content creation tools

Use the technology available to make your job easier. There are lots of great low-cost tech tools for creating content.

Things like Canva for graphic design. iStock for some great low-cost images. You can use Zoom to set up webinars. Through companies like Fiverr or Freelancer, you can outsource content creation to journalists to create content for you. Creating content shouldn't be difficult.

Example: Retirement 101s

Let's look at how everything we have covered so far fits together by using an example. This is targeting the



There are lots of great low-cost tech tools for creating content.

persona we discussed earlier called 'the Nervous Retiree', people nearing retirement but who don't have a grip on what they're going to do when they get there. They're anxious about what's around the corner. You'll have lots of clients like this.

To create content to capture their awareness you might create a white paper and three articles about what to do in retirement. You might provide them with a retirement planner to help them feel comfortable that they have enough money in retirement. You might invite the local wellness centre to come in and host a seminar on how to stay healthy in retirement or produce a podcast on volunteering.

0.1 Content marketing

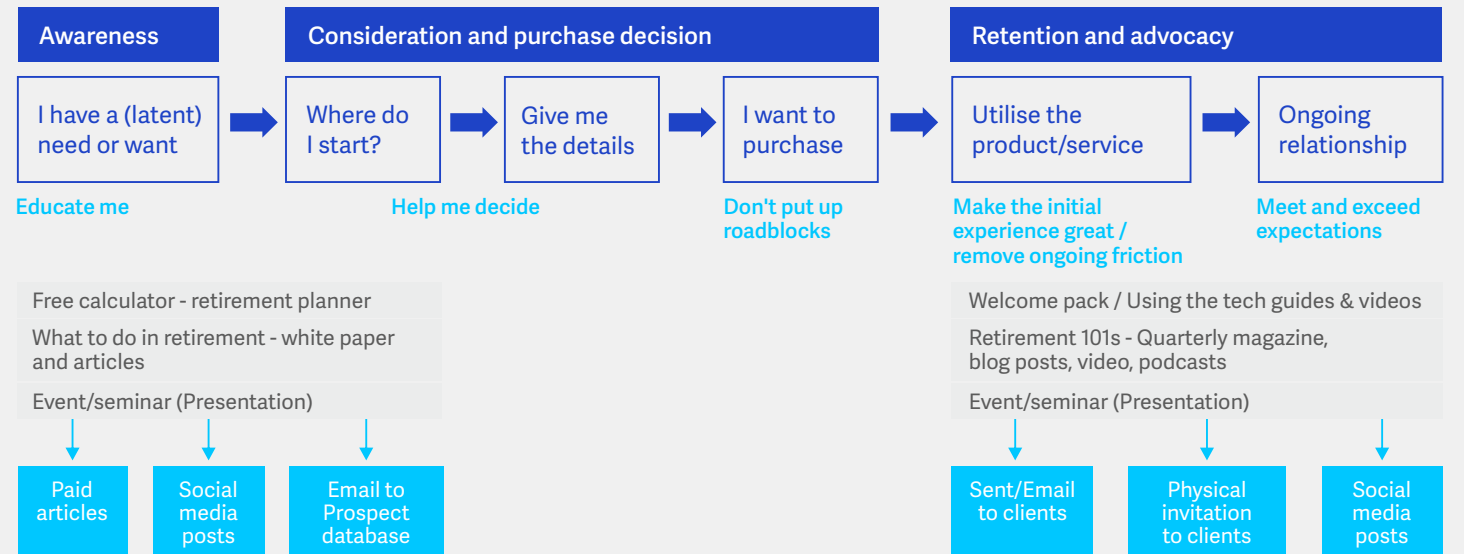
You could distribute the digital content through social media, paid and unpaid. You could publicise the seminar via email with a link to your white paper.

You might do a quarterly magazine on Retirement 101s. You might do a blog post, a podcast and a webinar.

Using the toolkit of content marketing tactics at your disposal, you can now begin to build a detailed, targeted marketing strategy around your framework.

Example: Content as a marketing strategy

Example: Retirement 101s (People nearing retirement who don't have a grip on what they are going to do in retirement)



Choosing your tactics

02. Local area marketing

Obviously today, with the internet, your reach could be broader, but the tactic of local area marketing is about targeting people in your immediate vicinity. People who can physically reach you, who don't mind driving to your offices, who can hear your message in a localised area.

Local search results

Google search is a really good place to get started with local area marketing. Some research suggests that more than one third of all internet searches are looking for local results. A customer might do a Google search for "financial adviser Doncaster", a suburb in Melbourne,

and the results they would get are broken into two parts, paid and unpaid.

At the top of the search results are companies that have paid to have their website promoted under that search term. You too can pay for your website to be promoted here.

It's not hard to get started, just do a little reading and research, and you could be using it today. To learn more, look at Google Ads.

The second part of the local search results are the local listings, a powerful marketing tool you should definitely be making use of. This is

Content as a marketing strategy

Paid search

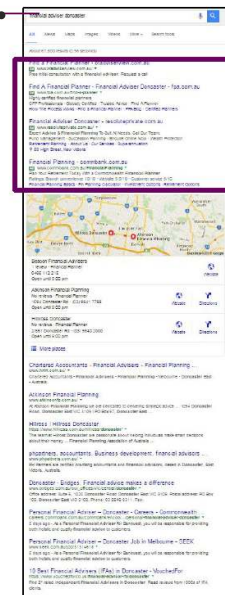
Search = financial adviser doncaster

Paid results

Find a Financial Planner - btadviser.com.au
www.btadviser.com.au/
 Free initial consultation with a financial adviser. Request a call

Find A Financial Planner - Financial Adviser Doncaster - fpa.com.au
www.fpa.com.au/find-a-planner
 Highly certified financial planners
 CFP Professionals · Globally Certified · Trusted Advice · Find A Planner
 How The Process Works · Find a Financial Planner · FPA Blog · Certified Planners

Financial Adviser Doncaster - resoluteprivate.com.au
www.resoluteprivate.com.au/
 Expert Advice & Financial Planning To Suit All Needs. Call Our Team.
 Fund Management · Succession Planning · Enquire Online Now · Wealth Protection
 Retirement Planning · About Us · Our Services · Superannuation
 9 89 High Street, Kew Victoria



To learn more: www.google.com.au/adwords/

0.2 Local area marketing

where the search results get plotted on the Google map in Google search.

To get your name in the local area listings, the first thing you need is to have a Google business listing in the correct category and the correct location. As with Google Ads, it is easy to set up.

One way to boost your ranking on local listings is to list your business on other directories such as Yellow Pages and Adviser Ratings. Many are free, so you can list yourself on as many directories, particularly popular ones, as possible.

Ensure that your business details

across all your listings are consistent and that they are the same on your website. This may seem obvious, but you'd be surprised how many businesses have changed their name or address over time and haven't updated their listings on Google and elsewhere.

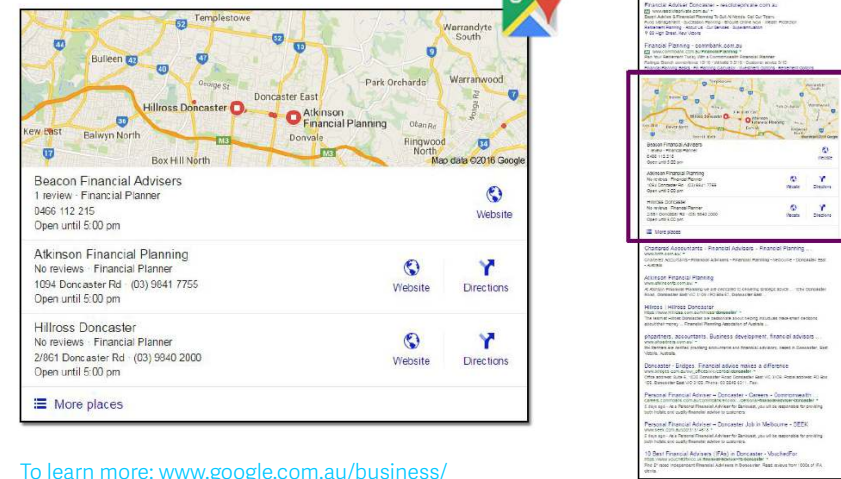
Another tip is to get reviews, and lots of them. You can accumulate reviews by encouraging your customers to post reviews on Google, Facebook or on Adviser Ratings. Try to get them as numerous, diverse and frequent as possible.

Content as a marketing strategy

Local listings

Search = financial adviser
doncaster

Google search / Google maps / Google+



To learn more: www.google.com.au/business/

0.2 Local area marketing

Think about what you could do to encourage your customers to give you more social reviews and get plenty of likes on Facebook and Twitter. Content marketing is a great way of doing that.

Your website

Once you are listed on Google and people can find you, you need them to actually convert or make an inquiry. The landing page of your website is absolutely critical to that. Your website is your shopfront, and getting it right is crucial.

Imagine a prospect has done a search. They click on your link and come to your website. How do you make sure your landing page speaks

to them? How do you ensure they don't simply leave?

The answer is, you need a very succinct and precise website. You also need to make sure it is mobile-friendly so the information on it is clear and easy to find.

At Netwealth, we spent six months redesigning our website, and in the process we learned a few valuable lessons, which you can [read about here](#).

Some of the items to include on your landing page to ensure local listing success include:



Your website
is your
shopfront.

- A simple articulation of what you offer, that reflects the search terms
- A clear call to action, like contact us now. But for those who aren't quite ready to purchase, include a secondary call to action, such as "Meet the team".
- Provide a phone number—lots of people prefer to speak to someone.
- Use striking and original imagery.
- Provide more detailed information as the user scrolls down the page, such as customer ratings and reviews, case studies, FAQs, pricing options, etc. Think again about the things prospects are considering at this point on their customer journey.

0.2 Local area marketing

Facebook advertising

Facebook advertising is another tool for local area marketing. You can use it to target people based on their location, whether you chose Australia, Victoria or Melbourne.

You can even target people based on their interests, their age or their gender. And it's simple. Once you've made a Facebook post you'll notice there's a little button in the bottom right corner of the post that says, "Boost post".

Try it see what effect that has. There is little to lose from testing and learning different technologies, which can be very low-cost. You could spend as little as \$50 on boosting a post and see success.

For more tips on how to localise your digital marketing, [watch this Netwealth webinar](#).

Facebook advertising



Photo

Use beautiful images to convey your message.



Slideshow

Create lightweight video ads to connect with people across connection speeds.



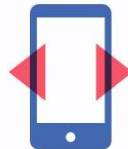
Video

Tell your story with sight, sound and motion.



Collection

Tell a story with a single ad that showcases your products.



Carousel

Show multiple images or videos in a single ad.



Messenger

Help people start conversations with your business.

To learn more: www.facebook.com/business/, Tools: Facebook Power Editor

0.2 Local area marketing

Traditional local area marketing

Other forms of local area marketing you should consider include non-digital channels such as good old-fashioned mail. People's post boxes are increasingly empty these days, so there's a gap you could fill in your local area.

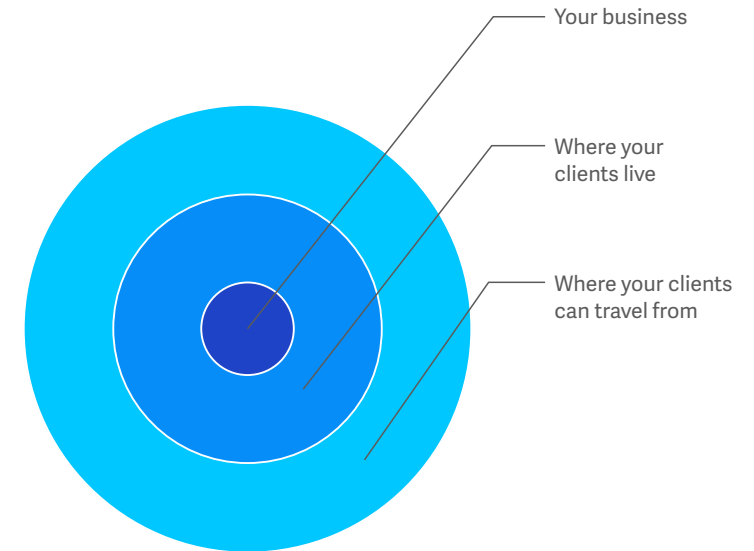
There are many potential referral partners in your local area you could consider.

You could put billboards up on bus shelters in your local area. You can sponsor your local sports teams. Or you could set up something with local referral such as the wellness centre or medical practice down the road, particularly if you're focusing

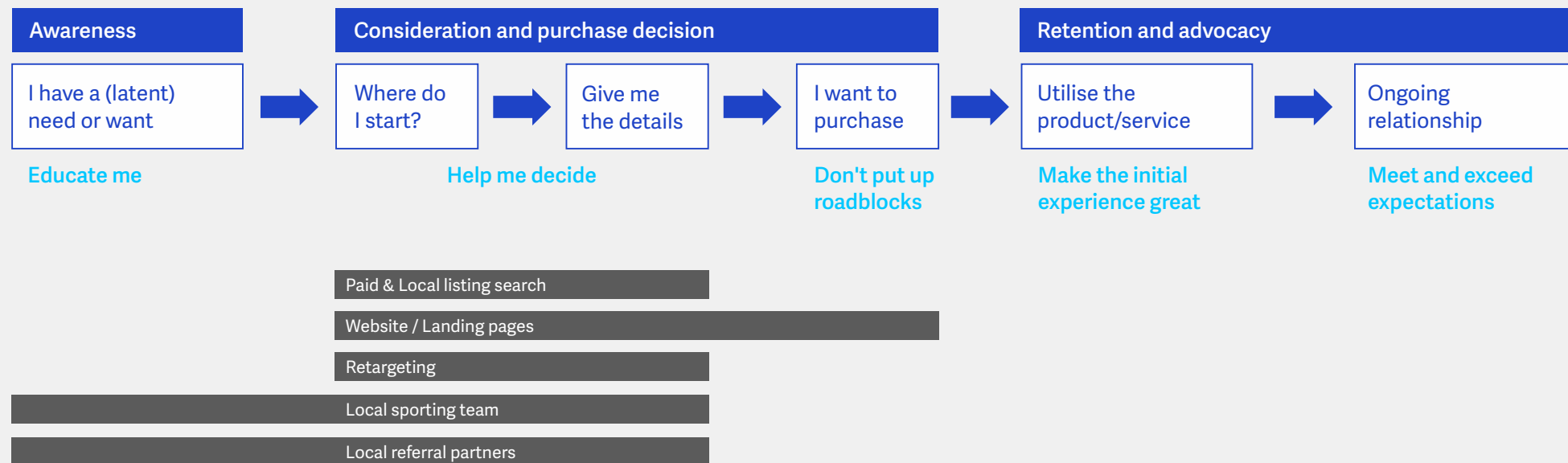
on post-retirees and their health and wellbeing.

So how do local area marketing tactics tie back to your customer and their journey?

Other forms of local area marketing



Example: Local as a marketing strategy



Choosing your tactics

03. The first 100 days

A third key marketing strategy is to focus on the first 100 days of a customer's engagement with your business. Why is this period so important?

Like any relationship, service relationships need to evolve. People take time to understand and trust each other, and a couple of meetings is often not enough of a basis on which to build a solid partnership.

Buyer's remorse

We've all experienced the excitement of making a big purchase. But you're also probably

familiar with that sinking feeling which often follows. "Should I have really done that?" This unpleasant sensation is known as buyer's remorse, and it can have a negative lasting impact on how customers relate to a product or service going forward.

And the more time, money and cognitive resources a person invests into making a purchase, the more likely they are to experience buyer's remorse.



0.3 The first 100 days

Purchasing financial advice is, for some people, very difficult because they don't understand the concept, and often a time-consuming decision.

That negative feeling after purchasing, that doubt as to whether that purchase was the right move, is one of the reasons focusing on the first 100 days of relationship is important.

The gift of giving

Surprising, delighting or exceeding the expectations of a new client early in the relationship is a powerful way to get things off to a positive start.

One great way to create a lasting experience is through the power of gifts. Gifts are symbols of the value placed on a relationship. When you act generously, people take notice. They'll begin to feel appreciated. In turn, they'll want to pay it forward. You don't have to give a gift to every client, just those that matter.

Giving a gift to your clients in the first 100 days has powerful symbolism. It doesn't have to be huge or expensive. It's about surprising them. It's about personalising it based on the detailed profile you have built up of your customer.

"When you act generously, people take notice. They'll begin to feel appreciated, and in turn, they'll want to pay it forward. It's a natural inclination for us to want givers to succeed because we can appreciate the generosity that was shown to us."

- John Ruhlin, Giftology

0.3 The first 100 days

Checklist: Giving a gift

- Find out what matters to your client through your initial meeting/s
- Surprise and delight the client with a unique and personal gift
- The gift does not have to be expensive, in fact the more expensive the gift is, arguably the less personal it is
- You don't have to give a gift to everyone, so target the clients that you think will give you the largest lifetime value
- The way you deliver the gift is just as important as the gift itself



0.3 The first 100 days

Example: your 100-day plan

So how does this relate to your customer and their journey? The 100-day plan is obviously aimed at the tail end, the retention and advocacy stage. It is about how to use your products, get people familiar with you, providing an initial great experience and then exceeding expectations and creating advocacy.

For example, your 100-day plan may begin with your SOA presentation. That's a given. You do it already, but perhaps you could complement that with a welcome pack, or a handwritten note, a welcome video, a personalised gift—perhaps theatre or footy tickets, or a subscription to

a boating magazine.

This is followed by implementation meetings. You might sit with the client and explain what you're doing and why. Why you're buying these assets. Why you're using this technology. You might do that face-to-face, or via a virtual online meeting. You might run some 'getting started' webinars, training new clients on your online tools or on their client portals.

You could continue with progress updates on how the implementation is going. What have you achieved? Have you done all the rollovers? Have you bought all those managed funds or sold all of them? You might



The 100-day plan is aimed at the tail end, the retention and advocacy stage.

run a getting to know the team event, a small cocktail party, or it might be an economic update or estate planning seminar.

You might organise a meeting to get to know their kids, give the kids a free financial health check or cash flow plan. You might then augment all this with a newsletter.

A 100-day plan needs to be tailored to each client's needs, to your business and to what you can deliver.

Example: The first 100 days as a marketing strategy

Month 1

- Initial meeting/s
- SOA presentation
- Welcome pack (handwritten note, welcome video from owner, personalised gift)

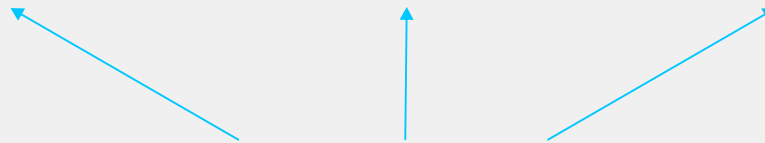
Month 2

- Implementation meeting/s
- Getting started webinar/s (training for online tools)
- Monthly newsletter

Month 3

- Progress update email (on implementation)
- Event (get to know the team), e.g. Retirement 101 webinar, Economic update, Estate planning tips
- Meet the kids catch up / Free kids financial health check or cash flow plan
- Monthly newsletter (including news and recent developments)

Tailor this to your business and your different client segments/personas



Conclusion

Measurable results

With your customer profile maps, the customer journey framework and three different types of marketing tactics, you have a ready-to-use marketing strategy. Almost.

There is one important ingredient missing - key performance indicators (KPIs). No matter what marketing tactics you use, it is important to be able to evaluate the results you achieve, to find what works for you and what doesn't, and to keep testing and trying new options.

Key performance indicators are a great way to translate your goals

into targets against which you can measure performance.

KPIs can easily be allocated against the stages of the customer journey you have identified and the tactics you have chosen as your focus.

For example, beginning with the awareness stage, KPIs might be based on newsletter sign ups per month, white paper downloads or the number of people attracted to an event. They could also be the number of referrals from partners per quarter or the number of articles read on your website per month.

Example: KPIs across customer journey

Awareness

- 100 listeners to educational podcast per episode
- 100 sign ups to educational newsletter per month

Consideration and purchase decision

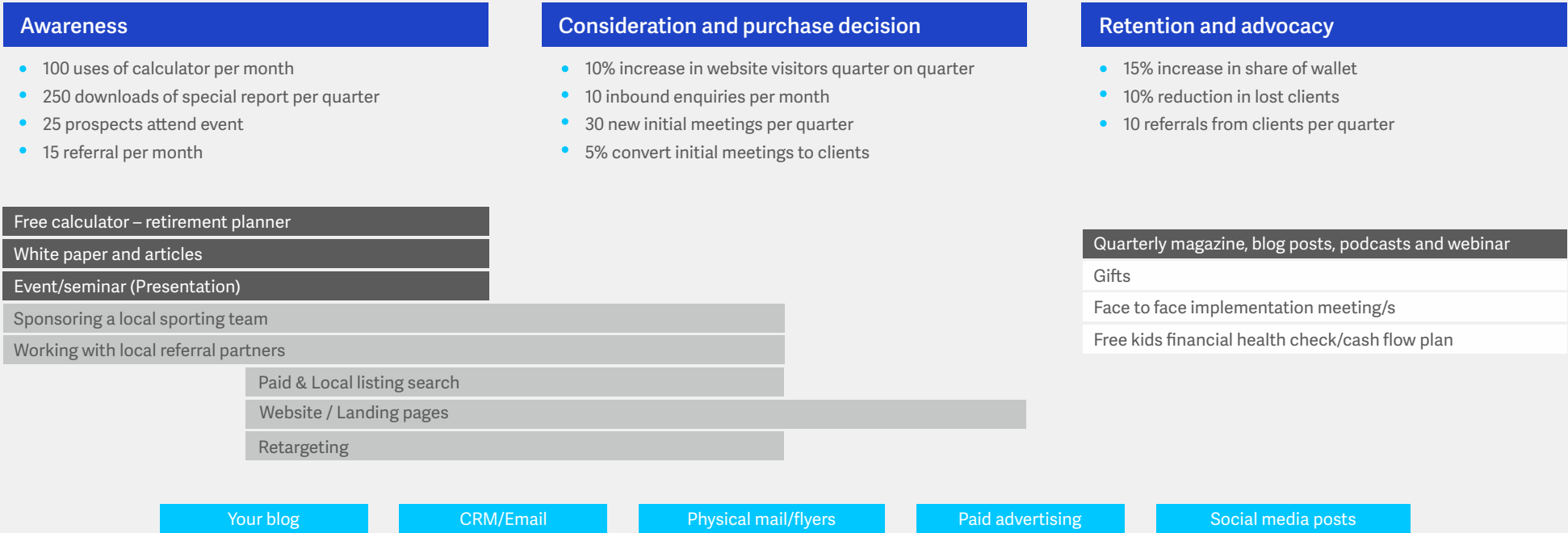
- 10% increase in website visitors quarter on quarter
- 10 inbound enquiries per month
- 10 referrals per quarter
- 30 new initial meetings per quarter
- 50% conversion of initial meetings to paying clients

Retention and advocacy

- 15% increase in share of wallet
- 10% reduction in lost clients
- 10 referrals from clients per quarter

Example: Your new marketing strategy

Marketing across the entire customer journey



Conclusion

Key take-outs

Creating a marketing strategy starts with getting to know your customer, and their journey with your business. Identify the parts of your target market that you want to focus on first and get to know them intimately. Your job as a marketer is to connect to people, to interact with them in a way that adds value.

At each stage of your customers' journey, plan how you will reach out to them through content marketing. Create great content as the basis for your social media marketing. Leverage your location as a marketing tool. Beware of post-purchase dissonance. Remember

that the first 100 days can make or break a relationship, make sure you use them to build a partnership.

Make use of all the technology out there, a lot of it is free or cheap. There are so many tools available to you that it may at first seem overwhelming, and you won't be able to start using them all at once. But you can start today to get some of the basics in place: your CRM and email database, and your website.

And most importantly, just start. To quote marketing guru Seth Godin: The cost of being wrong is less than the cost of doing nothing.

"The cost of being wrong is less than the cost of doing nothing."

- Seth Godin

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