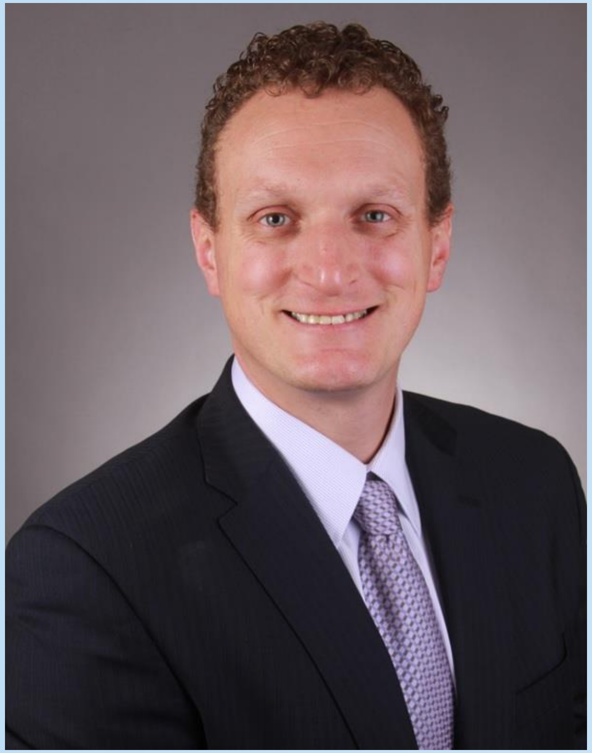
Know Your Marketing Essentials

ASSETMARK™

Advisor Advantage Workshop

C32814 | 03/2018 | EXP 09/30/2019

Welcome



James Mackiewicz, CWS®

Vice President,
Practice Management Consultant

James Mackiewicz has a long history of practice management success. Before joining AssetMark, he worked with the nation's largest independent practice management firm to help advisors streamline operations, sharpen their investment management process, and enhance their human capital.

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Welcome

Melissa Intezar

Melissa Intezar, RCC®
Vice President – Practice Management Consultant

Melissa has over 15 years of experience in the financial services industry. Before joining AssetMark, she previously served as head of practice management for National Planning Holdings Inc. She was responsible for leading and developing the network-exclusive practice management and succession planning offering for over 3,500 financial advisors. Melissa now consults with producer groups and advisors on business strategy, maximizing value, succession planning, optimizing operations, marketing your firm, and empowering your team. Melissa holds a BS in business management from the University of South Florida, series 7 licensed, and is a Registered Corporate Coach ®.

$42B
Assets on the platform*

*As of 1/1/2018

$34M
Investment in technology**

**Over the past three years

8,000+
Advisor relationships

20+
Years of experience

Asset Management Excellence

Innovative approach to risk management

An **open-design platform** to create custom portfolios

Professionally managed pre-built Guided Portfolios

Compelling Technology

Partnerships with **leading technology providers**

On-demand reporting

Client account opening and maintenance

Thought Leadership

Business planning **tools** and **resources**

Interactive peer-to-peer workshops

Industry leading research

Deep Relationships

Highly tenured specialists dedicated to **supporting your practice**

Nationwide workshops, **events** and **webinars**

2018 Advisor Advantage Webinar Series

March 8th

Know Your Marketing Essentials

- Review best practice marketing strategies
- Learn how to find new clients
- Develop a referral management process

May 10th

Re-imaging Your Brand

- Learn the key elements of a strong and consistent brand
- Understand how to develop a brand that identifies with your target clients
- Review best practices for articulating your firm's value

Register by visiting:
http://wealth.assetmark.com/events

Aug 23rd

Elevating Your Client Experience

- Understand how investors perceive you and your practice
- Discover new ways to engage with clients
- Learn how to deliver a next-level client experience

Register by visiting:
http://wealth.assetmark.com/events

Nov 15th

Engaging the Next Generation

- Learn how to engage the next generation and children of your clients
- Review concerns, and opportunities prevalent among generations
- Understand new ways you can begin building intergenerational relationships

Register by visiting:
http://wealth.assetmark.com/events

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Your marketing essentials

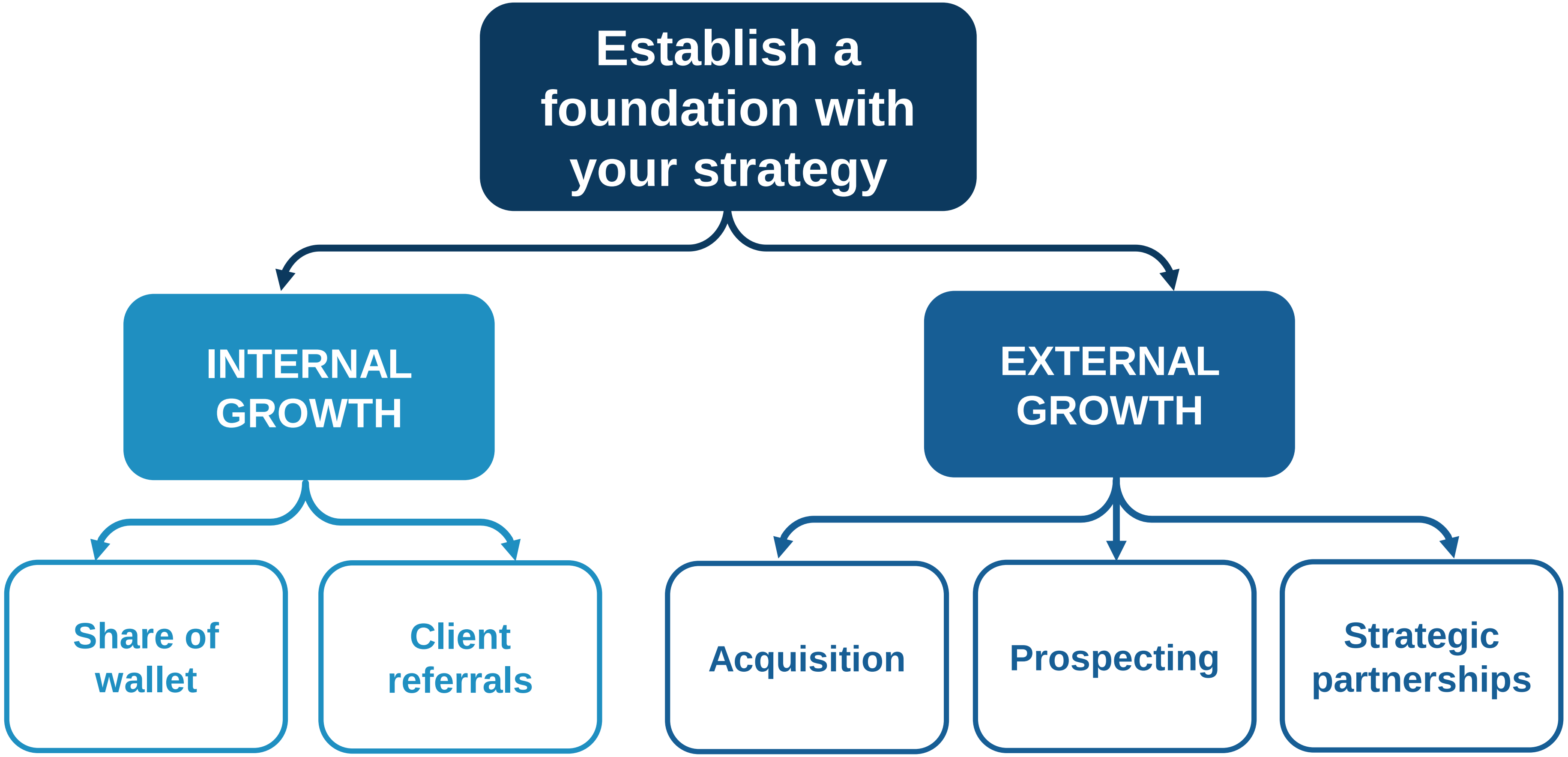
A strategy for growth

Goals and objectives

Initiatives to drive execution

Developing a Marketing Strategy

Creating a foundation for growth



Key components of the process

Strategize
Structure your marketing plan to drive firm goals

Target
Direct efforts to deliberate targets

Design
Build relevant campaigns and activities

Implement and Monitor
Execute your plan and track results progress

Structure activities to drive goals

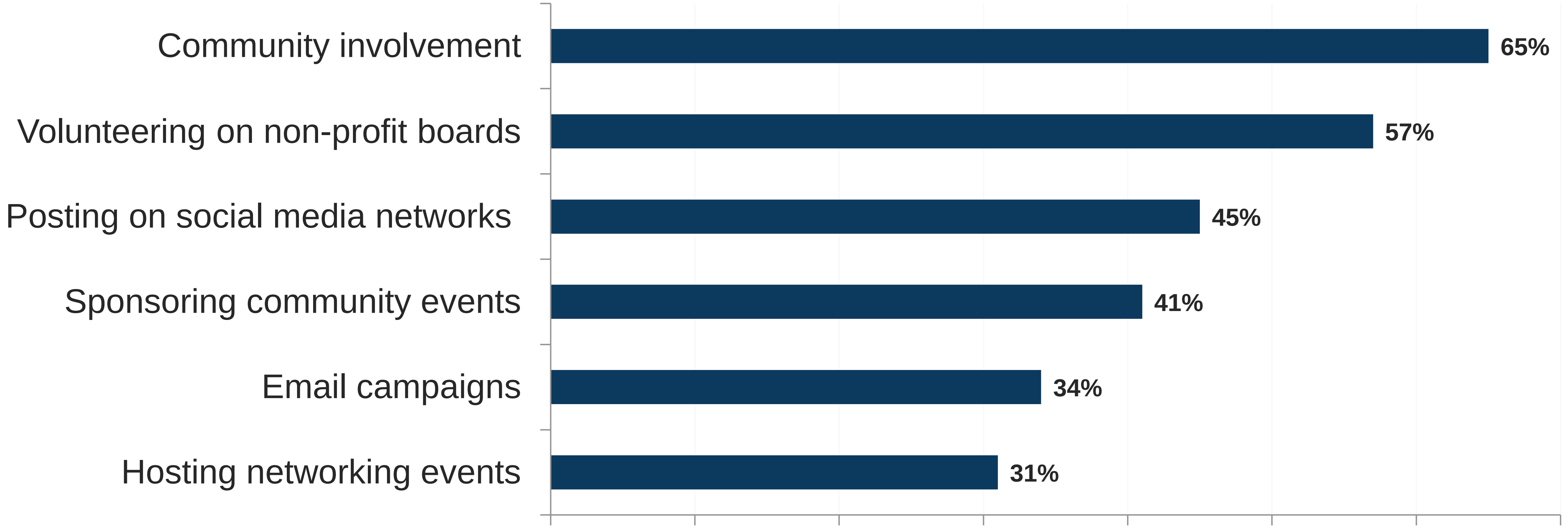
Systematized	vs.	Specialized
• Process-driven • Scalable • Consistent, predictable impact • Less time		• People-driven • Individual • High-level, personal impact • More time

Aligning specialized and systematized activities

CAMPAIGN: COMMUNITY CREDIBILITY		
Time Period	**Systematized**	**Specialized**
MONTHLY	**Communication** • Blog post • Key PR mention	**Communication** • Personal letter to key clients sharing a relevant news article
QUARTERLY	**Joint Meeting** • Release quarterly market webinar with COI	**Personal Meeting** • Lunch with COI to discuss case collaboration
SEMI-ANNUALLY	**Small Credibility Piece** • Short white paper	**Small Group Event** • Client volunteer day at local charity
ANNUALLY	**Large Credibility Piece** • Year-in-review letter • Long white paper	**Large Group Event** • COI partnered community activity with local charity

What activities are advisors engaging in?

Top 5 most popular marketing methods among financial advisors



Source: Investment News, 2016 Financial Performance Study of Advisory Firms

Creating a Marketing Campaign

Design your strategy & campaigns

Strategy

- *Improve brand recognition in the community with our ideal clients.*
- *Grow our developing doctor niche (increase from 5% of clients to 15%)*
- *Get 5 new ideal client referrals from new center of influence (COI) referral sources*

Campaign	Community Credibility	Grow Doctor Niche	Referral Generation
Goal	Establish expert reputation in our community	Obtain 5 new retiring doctor clients per year	Generate 5 new ideal client referrals
Target	Community activities with A / B clients	Doctors nearing retirement	Centers of Influence (COIs)

Referral generation campaign example

Strategize	*Find new COI referral sources and generate 5 new ideal client referrals to in crease AUM and number of A clients*
Target	*Accountants, lawyers, realtors, counselors, and other trusted partners*
Design	Get the names of trusted partners, mine databases for commonalities and approach 5 of those professionals who share multiple clients
Implement and Monitor	Be creative and persistent in order to create trust Ask for personal introduction, not just a referral

Making the connection

Engage referral sources actively

Develop a referral management process

Implement a consistent communication and marketing plan

ACTUAL REFERRAL FOLLOW THROUGH

The referral management process

Referral management is NOT JUST about sourcing new referrals from new sources.

Referral management IS ALSO about increasing quality and quantity of referrals from current sources.

Client and COI referrals represent 66 – 80% of new advisory business.

Source: Investment News/Moss Adams, Financial Performance Study of Advisory Firms, 2012 **; Schwab, Insights from the 2013 RIA Benchmarking Study, 2013**

Referral sources

Source: Cerulli Advisor Metrics, 2016

Clients: 3-step referral management program

Appreciate

"We are touched by your confidence."

Enhance

"What do I need to know about the prospect?"

Follow-up

Share what occurred, good or bad, with the source as soon as possible.

COI: 5-step referral management program

Recognize
"We are touched by your confidence."

Enhance
"What do I need to know about the prospect?"

Participate
Can you invite the referral source to your meeting?

Meet
Make the experience consistent for the prospect.

Follow up
Share what occurred, good or bad, with the source as soon as possible.

Track your referrals and outcomes

- Referral date
- Prospect name
- Prospect type
- Referral source type
- Referral source category
- Referral source acknowledgement
- Final result and follow up with referral source

Taking next steps

Resources

Creating a Simple, Smart Marketing Plan

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Creating a Simple, Smart Marketing Plan

Most people consider marketing to be focused on identifying prospects, but if you want to grow exponentially you have to consider marketing that focuses not only on your prospects, but your current clients, centers of influence and even your brand and reputation in your community. It is important to grow in different areas, not just generate a single new client. When effectively designed, marketing will:

- Increase client satisfaction
- Drive referrals
- Promote brand visibility
- Connect you with the right audience
- Grow revenue

GETTING STARTED

Creating a marketing plan can seem like a large task, we have outlined a few general items to keep in mind as you begin.

Keep It Simple

Many advisors simply attempt to do too much, ultimately overcomplicating the process and overwhelming themselves.

Do Your Research

There is not one right way to structure a marketing plan. Knowing all your available options before getting started will help you to maximize the effectiveness of your plan.

Establish Goals

In other words, know what you would like to accomplish. Whether it's raising brand awareness, attracting a specific type of client, or something entirely different, knowing the end goal will help you build a successful marking plan.

Implement and Repeat

Implementing a marketing plan takes time and resources.

Sample Referral Confidence Letter

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Wealth. Independence. Purpose.

Sample Referral Confidence Letter

The below sample is a letter you can send to clients to let them know that you maintain the highest professional standards when working with the referrals they send you. This promotes transparency and lets clients know their referrals are being treated with the highest regard. As you want to encourage referral behavior, make sure to include wording about being appreciative of the referrals sent to you. The items in blue require you change the applicable information. You may choose to update other sections as appropriate.

Dear Client,

Over the past few months, we have received several calls with requests that we speak to friends, relatives and associates of our clients. As we are extremely grateful for these referrals and always welcome the chance to speak to the people you recommend, we thought you might like to know how we handle such requests and the standards we adhere to in making these contacts.

We have always considered referrals a great compliment and have happily talked with these individuals about the work we do. We do our very best to provide them with the information they need to make good choices regarding their financial situations. Many of these individuals have become clients, but more importantly, they have all expressed that they feel an increased level of confidence from having spoken with our office regarding their circumstances.

Our goal in writing this letter is to let you know that if and when you would like us to speak with someone you know, we would be happy to meet your request and will maintain the highest professional standards in doing so. Additionally, as a thank you to our clients who refer other to us, we host (insert details about exclusive client event.) We would love to see you join at such an event in the future.

Thank you again for your continued support in helping us to build a great business with our clients and their needs at the center.

Sincerely,

Advisor Name,
Title, Firm Name

Taking next steps

- Develop your systemized, goal oriented marketing campaign
- Use our referral confidence letter to send to clients and educate them on you referral process
- Sign up for our next webinar on reimagining your brand by visiting wealth.assetmark.com/events

Contact your AssetMark Consultant or call

844-540-0972 for more information on how AssetMark can help you plan for a successful future

Watch replays, download resources and register for upcoming events and webinars at **http://wealth.assetmark.com/events**

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