

3 Uncommon Marketing Tactics TO GET YOU NOTICED

Most financial professionals have an eerily similar approach to marketing: referrals, event hosting, newsletters, direct mail, and cold calling. It's a rotation that no-doubt delivers a level of success. However, it doesn't do much to separate you from the advisors using the same approach.

Looking at your marketing efforts in a new light could give you an edge. Below you'll find three marketing methods underutilized in the financial service industry that are sure to garner you attention.



1



Podcasts: The New Radio

Podcasts are the new radio shows. And unlike radio, listeners can tune in anywhere and anytime they want. Fifty-two million households^[1] listen to business-related podcasts. Sharing your financial expertise to such a wide audience can help you tap into markets that might have been out of your reach.

2



Interactive Content: A Lead-generating Machine

Interactive content, such as quizzes, calculators, and infographics, converts two times^[2] the number of prospects into paying customers compared to passive content like blog posts or newsletters. Why? Content that's immersive, well-produced, easy-to-digest, and fun can keep your audience's attention. In turn, they learn more about your services and are more likely to take the next step.



3



Unusual Branding: Humanize Yourself with Swag

Try thinking of ways you can uniquely brand your personality. Let's say you love brewing your own beer. Label your next batch with your name and website, then hand them out to potential clients. Or maybe you love to golf. Brand some golf balls and tees. Enjoy gardening? Hand out small packets of seeds. The sky is the limit. Differentiate yourself by bringing what you love doing outside of the office to your marketing efforts. You'll be surprised at the positive reaction you'll get from prospects.

^[1] Nielsen Podcast Insights: A Marketer's Guide to Podcasting, Q3 2018, The Nielsen Company (US), LLC.

^[2] Interactive Content Generates 2x More Conversions Than Passive Content, 2014, KaPost

Don't Put Yourself in a Box

Differentiation, or lack thereof, isn't new to advisors. The hard truth is **what** you do may not be much different than your competitors. But **who** you are and **how** you reach new business can be. By supplementing your marketing efforts with these tactics, you can stand out from the crowd.

