

# Modern Marketing for the Modern Advisor

Forward-thinking advisors are incorporating digital tools into their service offerings in order to meet client expectations for more personalized, on-demand experiences—and their marketing efforts should be no different. With Advisor Branded Marketing you'll be armed with the digital resources you need to attract, convert, and retain clients digitally, all from within the eMoney platform.



## The Power of a Single Platform

Using disparate technology platforms to power your business is time-consuming, clunky, and rife with missed opportunities. Fully integrate your marketing operations into eMoney's wealth-planning platform, allowing you to easily leverage client data to launch targeted content campaigns, monitor engagement, and track conversions—all from a single interface.



## Showcase Your Value from Day One

Access onboarding guides, easy-to-follow videos, and a wealth of "getting started" resources so you can seamlessly bring clients onto their very own personal financial website and start delivering exceptional client experiences right from the very first client meeting.



## Personalize the Partnership

Create the personalized, targeted, customized experiences your clients crave with up-to-date, industry-relevant content campaigns right from your eMoney dashboard—that's sharable and ready to send.



## Elevate Your Brand Online

With simple sharing to LinkedIn, Twitter, and Facebook, and suggested social posts, elevating your social presence and engaging with prospects and clients online has never been easier.



## Capture the Little Details with Big Data

Monitor who opens your emails, views and interacts with your content, and engages with your firm online—and who doesn't—so you can determine at a glance which prospects are a good fit for your business.

