

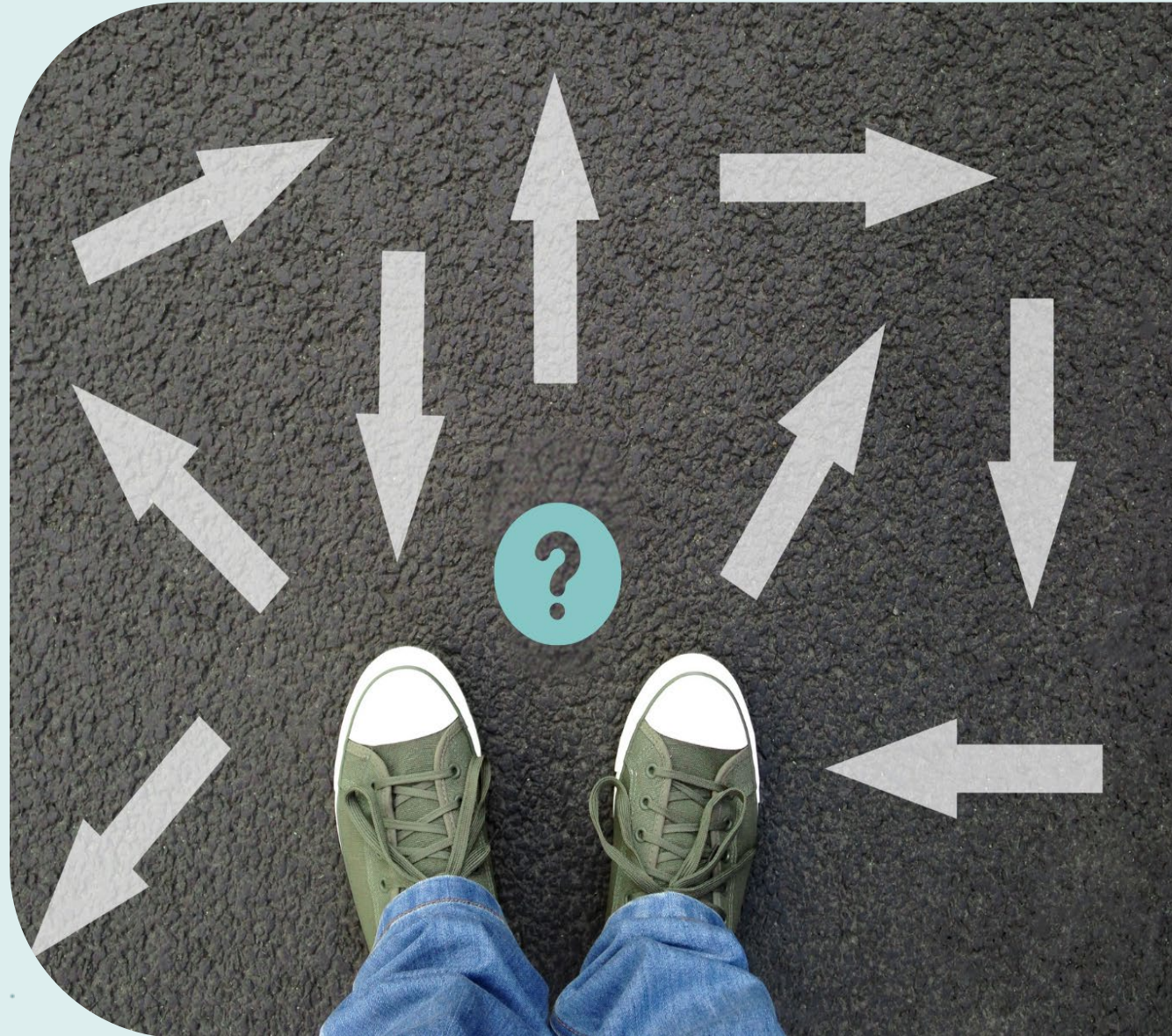
CHOOSING YOUR CHANNEL



What is a marketing CHANNEL?

Pathways for information or services to

- reach your audience
- Boost brand awareness
- spark engagement
- Generate new prospects



SO MANY CHOICES

- Don't let your eyes be bigger than your stomach
- Do it in stages
- Pace yourself
- It's not a race against the clock



Yes, you do have
something
**valuable to
share!**





MENTAL HURDLES



- 👋 I don't know what to create
- 👋 It's not going to be good
- 👋 No one is paying attention
- 👋 I'm going to look bad
- 👋 I can't afford to invest \$

Let's do some math

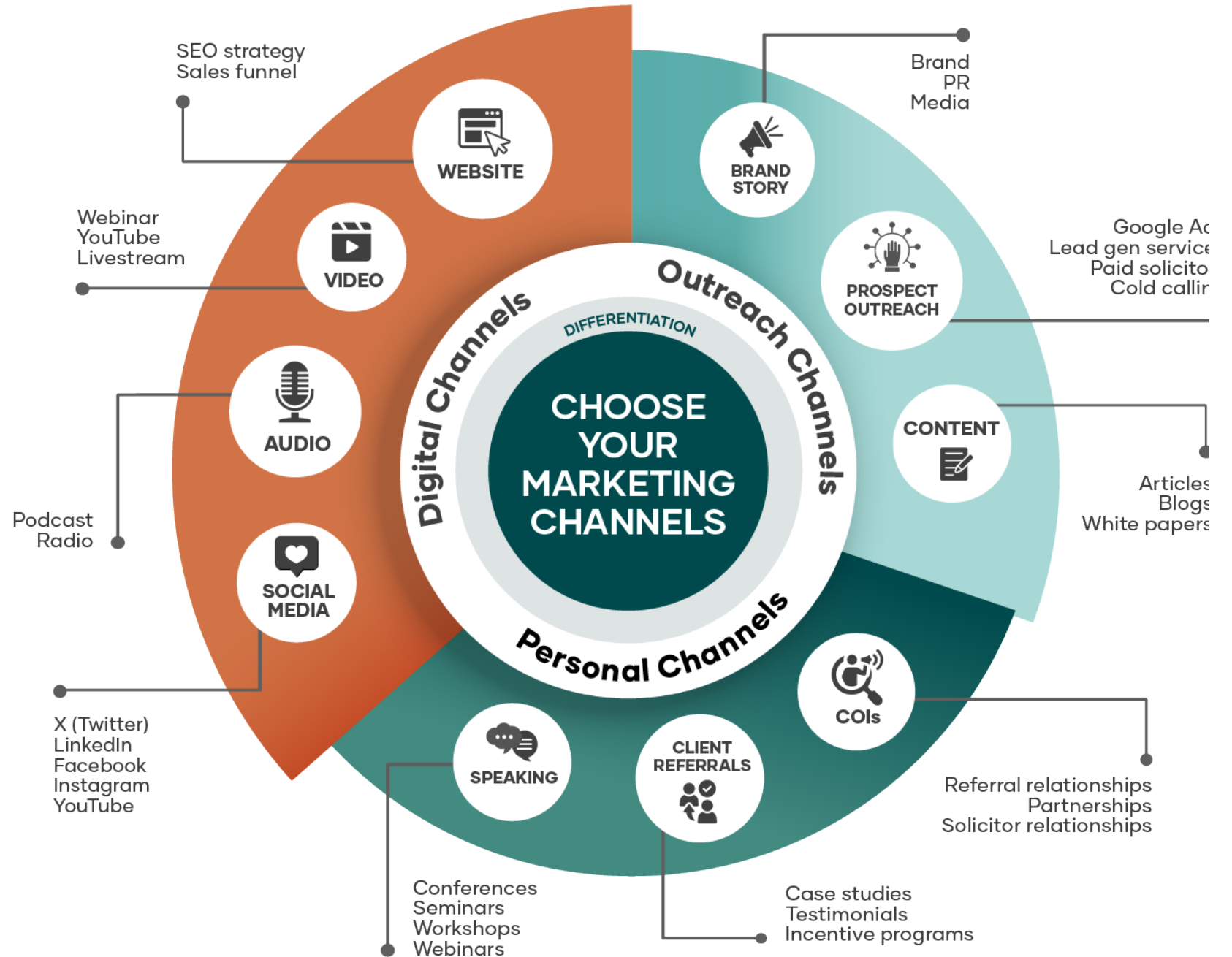
If the lifetime client value = \$60,000

20 years @ 30% margins



What is a reasonable amount to invest in acquiring a client?

MARKETING CHANNELS



3 CHANNEL TYPES

DIGITAL MARKETING

is all about using online tools to get your brand out there. This includes things like making your website user-friendly, creating fun videos, starting a podcast, and being active on social media. The goal here is to boost your visibility and connect with more people online.

OUTREACH is where you get proactive. It's about reaching out to potential clients and spreading the word about your brand. This can involve telling your brand story in a way that resonates, sending targeted emails to prospects, and creating valuable content that showcases your expertise. By sharing insights and helpful resources, you position yourself as an authority in your field, which helps attract and keep clients.

PERSONAL MARKETING

is focused on building relationships. This includes speaking at events, encouraging your happy clients to refer others, and teaming up with key influencers in your industry. It's all about making those personal connections and building trust, which is super important for keeping clients engaged and loyal.

L I M I T L E S S

2024 Kitces Marketing Report Overview

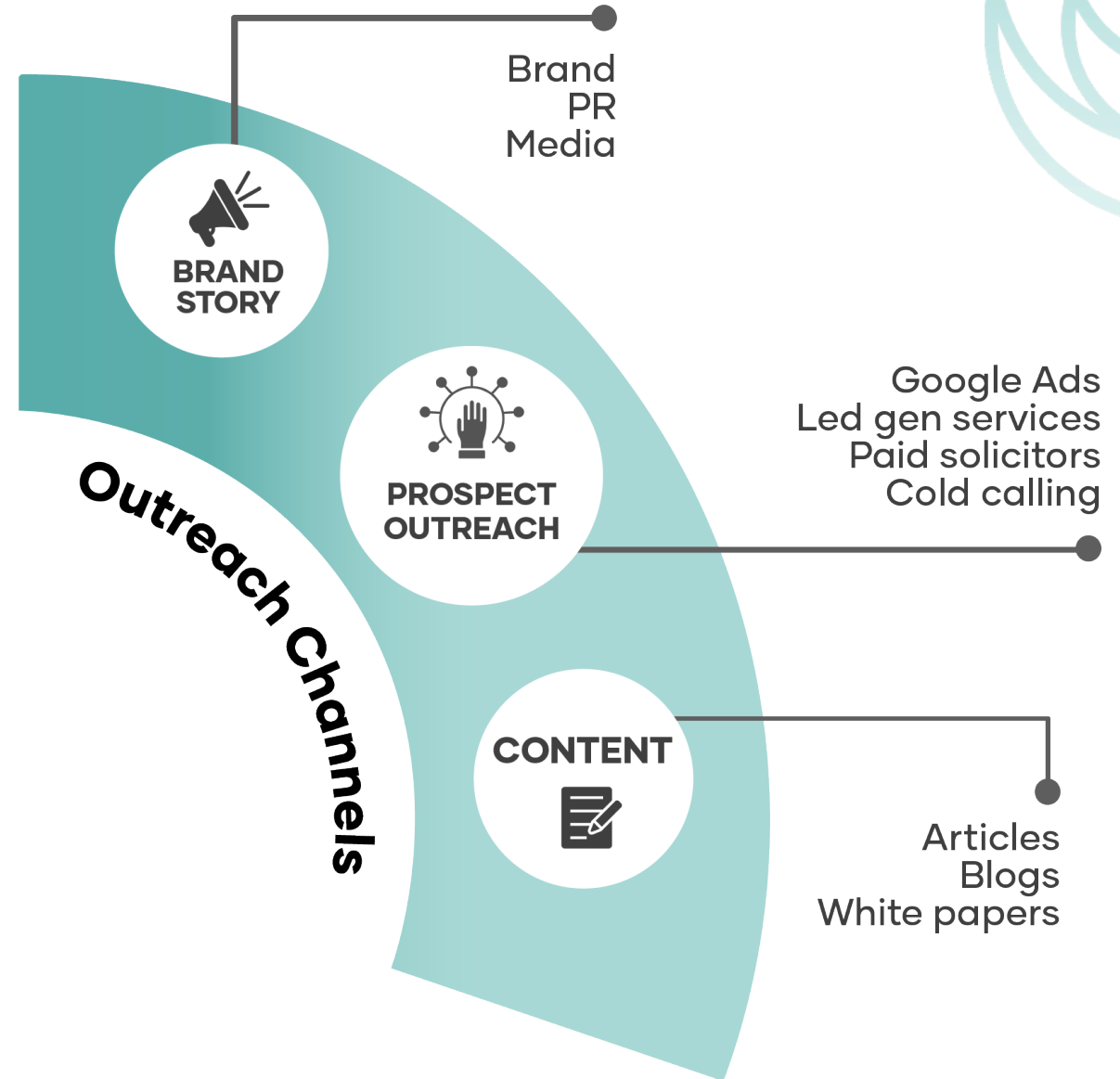


TACTIC	AVG SATISFACTION	REVENUE PER NEW CLIENT	AGG AVG CAC	AGG AVG EFFICIENCY
Referral Generation	6.7	5,000	3,877	1.6
Paid Solicitors	5.0	6,000	8,411	1.7
Lead Generation Platforms	5.0	4,000	2,289	0.7
Cold Prospecting	3.6	5,320	18,069	0.6
Events	4.5	7,000	27,424	0.4
Networking	4.2	5,000	16,726	0.7
Content Creation	4.1	6,500	14,691	0.5
Sponsorships/Paid Advertising	3.3	7,000	11,932	0.4
Search Engine Optimization	5.0	6,667	23,688	0.5
All Tactics Average	4.6	5,832	15,131	0.9

Source: *How Financial Planners Actually Market Their Services*, The Kitces Report, Volume 1, 2004.

OUTREACH CHANNELS

Tactic	Rev/Client	CAC
Postal mail	\$7,000	
Advisor Listings	\$4,000	\$634
Lead gen platforms	4,000	
Cold Calling	3,750	



Source: *How Financial Planners Actually Market Their Services*, The Kitces Report, Volume 1, 2004.

Outreach Key Trends



SUPPORTING TACTICS

SEO, SOCIAL MEDIA, NEWSLETTERS

- Used by ~80% of advisors
- Boost the effectiveness of other tactics, especially content generation (40%+ success boost)
- SEO is powerful for content creators



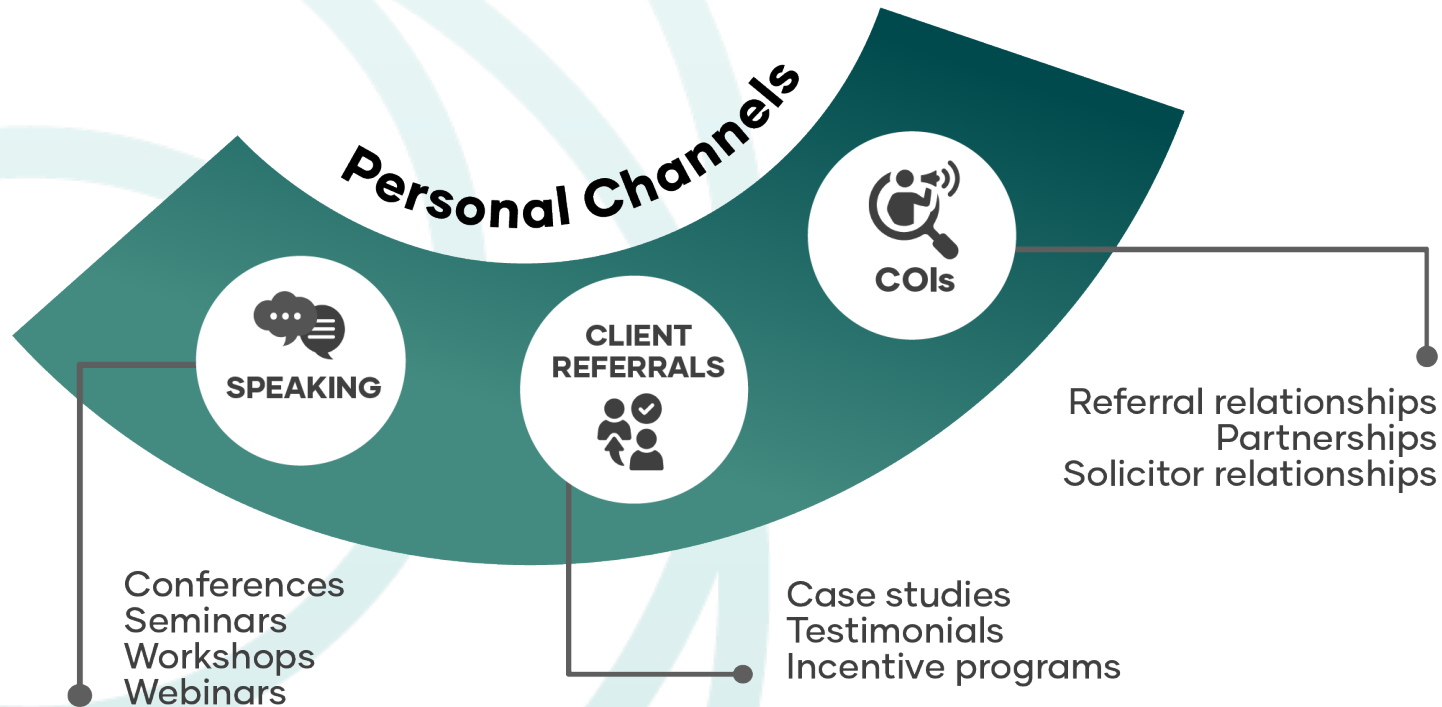
UNDER-APPRECIATED TACTICS

REFERRALS, ADVISOR LISTINGS

- Low-lying fruit, low cost of acquisition, low
- Independently generated pipeline of leads

LIMITLESS

PERSONAL NETWORKING



Tactic	Rev/Client	CAC
Client referrals	\$5,000	\$4,272
COIs	\$5,000	\$4,198
In-person networking	\$5,000	\$8,902

Source: *How Financial Planners Actually Market Their Services*, The Kitces Report, Volume 1, 2004.

Personal Networking Key Trends



Referral generation tactics

- 88% of advisors use client referrals
- 62% market through centers of influence (COIs)
- Both tactics rank in the top 3 for advisor satisfaction, success probability, and marketing efficiency

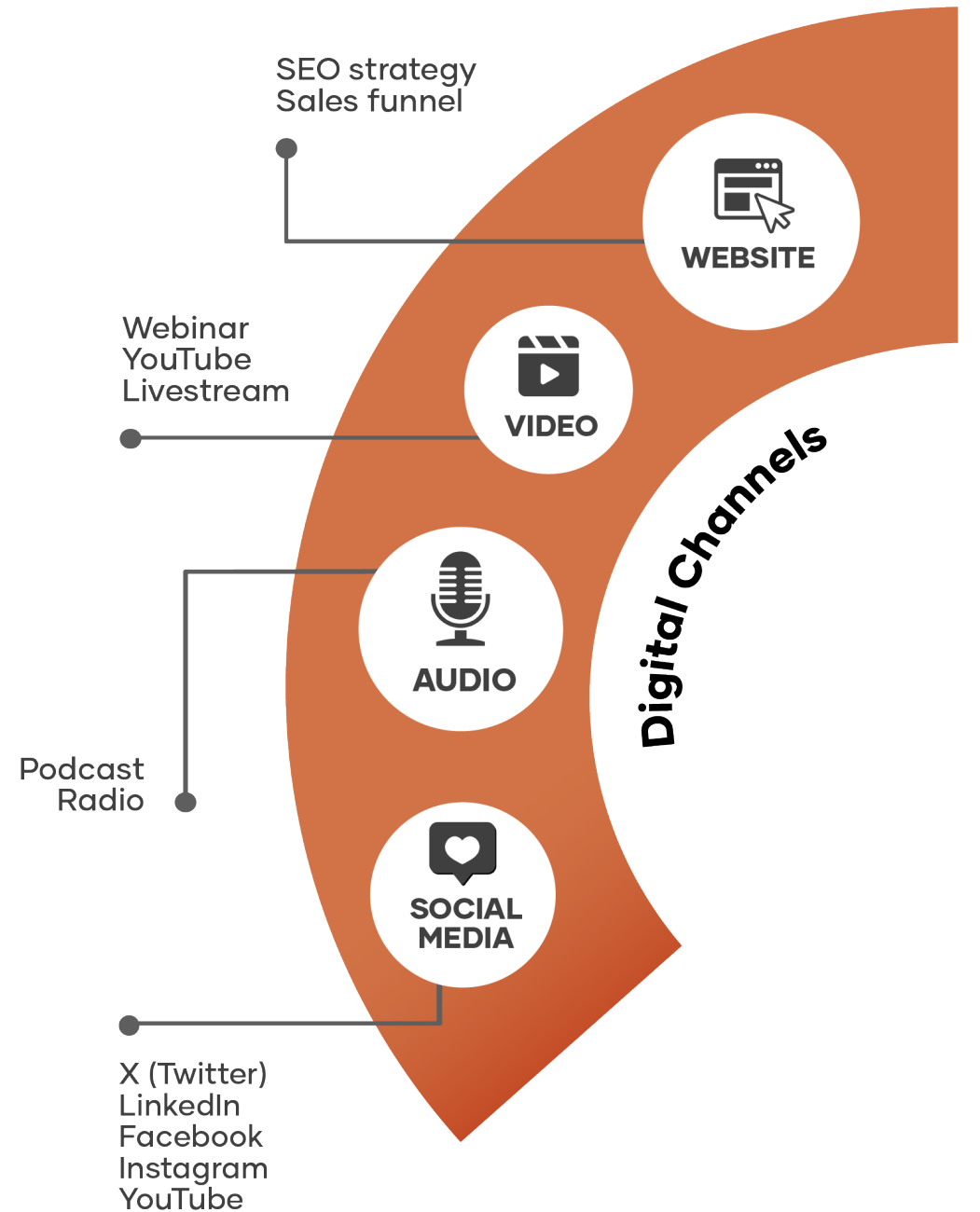


Client acquisition trends

- Nearly 2/3 of clients come via referrals, either from existing clients or trusted third parties (e.g., attorneys, accountants)
- Another 2/3 of the remaining clients come from educational or networking events
- Only about 10% of clients are acquired through all other marketing tactics combined, highlighting the limited reach of newer marketing approaches

DIGITAL MARKETING

CONTENT CREATION		
Tactic	Rev/Client	CAC
Blogging	\$6,500	\$12,378
Videos	\$6,523	\$16,526
Podcasts	\$5,000	\$8,112
Writing for 3 rd -party platforms	\$6,500	\$7,309



Source: *How Financial Planners Actually Market Their Services*, The Kitces Report, Volume 1, 2004.

Digital Marketing Key Trends



Content generation tactics

- High-growth practices often utilize content-generation tactics (e.g., blogs, videos, podcasts) to drive growth
- These practices are typically more efficient in marketing and maintain lower costs compared to others



Challenges & supporting tactics

- Many advisors face challenges in gaining traction with content due to a crowded media environment
- Content generation is more effective when combined with supporting tactics that enhance distribution and discovery

What is the easiest way for you to demonstrate your expertise?

AUDITORY

- Podcast
- Radio
- Live Stream

AUDIO

Do you like to talk?

KINESTHETIC

- Webinars
- Seminars
- You Tube

VIDEO

Do you like to perform?

VISUAL

- Blog
- Writing
- Content Creation

WRITTEN

Do you like to write?

STRIKING A BALANCE

What is
easiest
for you?

What
compounds
over time?



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How do I **curate my channels** to create a consistent lead flow?



Demonstrate expertise

I see you. I hear you. I understand you.



Build audience

Consistently deliver value.



Make an offer

Make a clear and compelling offer.



MARKETING CHANNELS





BUILDING YOUR M.A.P. MARKETING ACTION PLAYBOOK





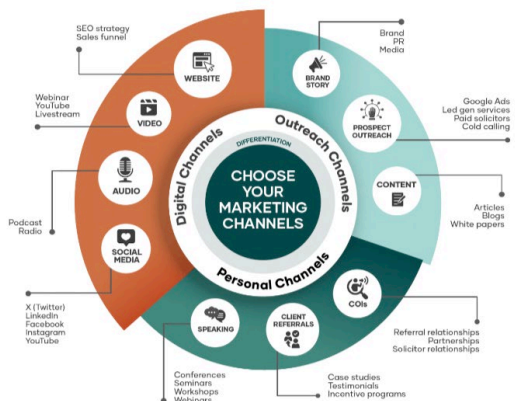
GETTING FAMILIAR: THE MARKETING WHEEL

The marketing wheel is a handy way to break down your marketing tactics into three key areas:

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MARKETING ACTION PLAYBOOK

STEP 2 Select your marketing strategies & activities

Your marketing activities can be summarized to include three areas of the marketing wheel: **digital marketing**, **outreach** and **personal marketing**. In each of these three areas, you have a variety of activities you can pursue.

1 **DIGITAL MARKETING** QUESTIONS TO CONSIDER

Website

- Find 5-10 relevant keywords to use on your website
- Open your website on a mobile device to ensure it looks good and functions well
- Place a clear CTA button on your homepage (ex: "Sign up now")
- Create a google analytics account and add the tracking code to your website
- Set up/update your google business listing
- Replace one piece of text on your site with a relevant image or infographic
- Review and refresh one outdated page or blog post on your site

Video

- Create video testimonials by having clients share their experiences, then post them
- Film a behind-the-scenes video to show your day-to-day work or event prep
- Host a live Q&A on Instagram or YouTube to answer audience questions in real-time
- Record a tutorial showing how to use your product or service with easy steps
- Do a "Meet the Team" video to introduce your team in short, fun clips
- Create a video series on one topic
- Share a success story by recording a video case study on how you helped a client

Audio

- Start a podcast by picking a topic and recording your first episode with a smartphone or computer
- Create a "one-minute insight" series with short, engaging audio clips
- Record an intro message about yourself and your business for your website or social media
- Host a basic audio Q&A by recording answers to common questions and sharing them online
- Share audio recommendations with brief segments on useful books, tools, or resources
- Produce a "tip of the day" with daily or weekly audio tips for your audience

Social Media

- Choose 1-2 platforms that best fit your target audience, like Instagram or LinkedIn
- Create or update profiles with consistent branding, including your logo and bio
- Write down 5 ideas that align with your brand and audience interests
- Create a monthly content calendar and schedule at least 2 posts per week on each platform
- Design graphics using a tool like Canva
- Post regularly by scheduling at least one post per week on each chosen platform
- Engage with followers by responding to comments and messages
- Join 1-2 industry-related groups on Facebook or LinkedIn



LEARN MORE

- The Power of Practice Management: Best Practices for Building a Better Advisory Business, Stephanie Bogan
- How Financial Planners Actually Market Their Services, M. Kitces
- My Top 5 Tips for Blogging Success as a Financial Advisor, M. Kitces
- The 1-Page Marketing Plan, A. Dib
- Creating Blog Content as a Financial Advisor – Coming Up with Content Ideas and Other Best Practices, M. Kitces



ADAPT & APPLY

- Determine whether you lean more toward audio, visual or written communication
- Use your Marketing Action Playbook to define which channels best fit with your brand and niche



TAKE ACTION

- Align your personal marketing, brand messaging & digital marketing to your channel



LIMITLESS Q&A