

INFLUENCE TO INBOUND

How Content Marketing is the New Key
to Business Success

OVERVIEW

Bring up the past

Identify the future

Challenge your current business model to evolve your marketing into the *future*





2000 was 20 years ago!

Prospecting in 2000 included:

- Cold calling
- Door to Door
- Direct Mail (Letters, Postcards)
- Giveaways (Toaster, Roadmap Atlas)
- Print ads
- Tip Clubs
 - Rotary Club
 - Chamber of Commerce
 - BNI
- Referrals
- Networking
- Letter campaigns



2000 was 20 years ago!

- How much has technology changed in 20 years?
- What was Google doing in 2000? Yahoo? AOL?



**Technology has
Advanced**

HOW HAS TECHNOLOGY ADVANCED?

Websites

Social media

Search engines

Modern day drip marketing

Email automation

Digital ads

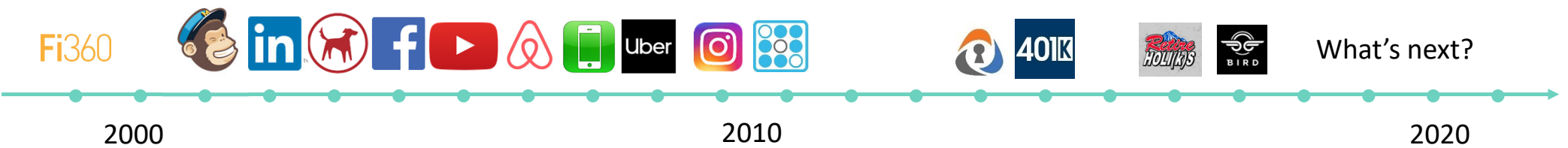
CRMs

YouTube + Videos

Smart Phones

Artificial Intelligence (AI)

HOW HAS TECHNOLOGY ADVANCED?



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Smart Phones

Artificial Intelligence (AI)

A photograph of a person's hands typing on a white laptop keyboard. The person is wearing a white, long-sleeved, button-down shirt with thin vertical stripes. The background is a light, neutral color. A teal-colored rectangular frame is superimposed over the image, containing the text. The text is in a bold, teal, sans-serif font.

**HAVE ADVISORS TAKEN ADVANTAGE
OF THESE ENHANCEMENTS?**

WHO IS YOUR TOP SALES PERSON?

Is it you?



Is it DIGITAL you?



SURPRISE!

**It's DIGITAL
you!**



DIGITAL VERSION OF YOU



Social media

Views: 5



Daily emails

Received: 121

Sent: 40



Website

Visitors: 15

TOP SALES PERSON

4 meetings
per day



136+ daily
interactions



**Let's
10x**

**The
DIGITAL
you!**

A hand holding a smartphone with various app icons floating around it, set against a blurred background of a person's face.

EXTENDING YOUR
DIGITAL
HANDSHAKE

LET'S VIRTUALLY MEET
YOU



Let your
prospects
digitally meet
you, so they
will:

KNOW YOU
LIKE YOU
TRUST YOU

Shorten your sales cycle and gain
more qualified clients

WHO IS THE DIGITAL VERSION OF YOU?



What does that look like?

If you DON'T HAVE a digital YOU, then you are FAST becoming digitally irrelevant.



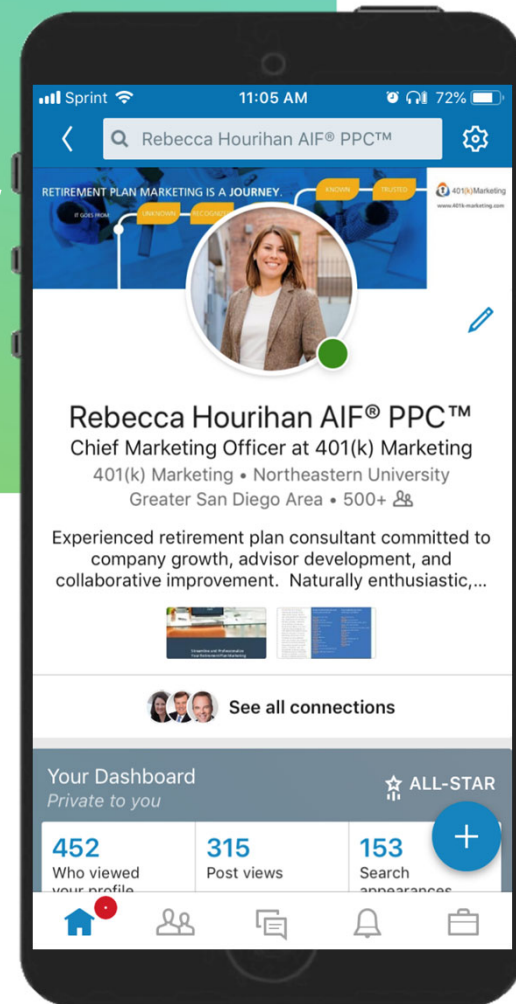
Grab your smartphones



Make your profile amazing

- Optimized for phones
- Banner image
- Biography summary

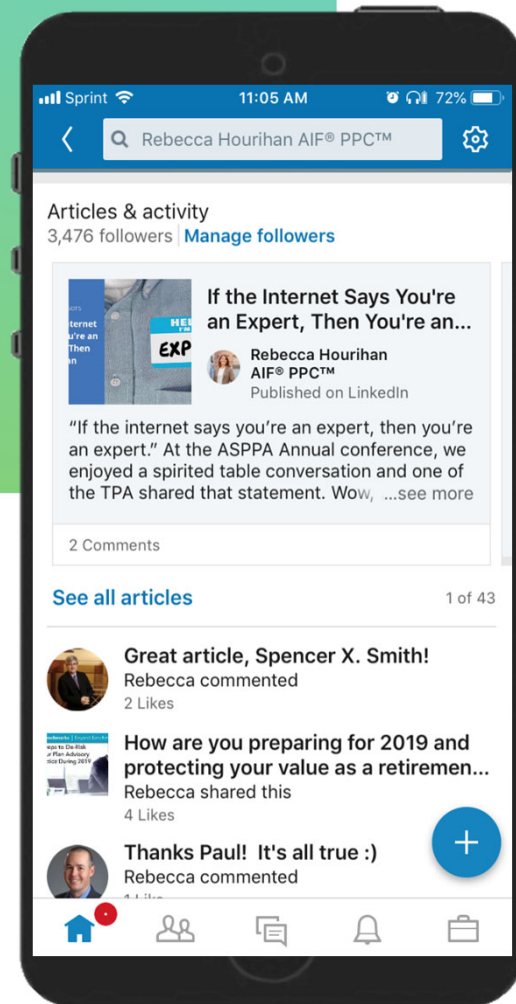
You guessed it!



Enhance your LinkedIn profile

401k-marketing.com/Fi360

You guessed it!



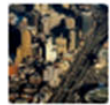
Enhance your LinkedIn profile

401k-marketing.com/Fi360

WHAT DOES YOUR ARTICLES & ACTIVITIES
SAY ABOUT YOU?

Activity

147 followers



Great work Cincinnati Bell!

Ken commented

[See all](#)

401k-marketing.com/Fi360

WHAT DOES YOUR ARTICLES & ACTIVITIES SAY ABOUT YOU?

Articles & activity

22,605 followers



Fi360 Reacts to SEC #FiduciaryRule Proposal

 **Matthew Wolniewicz, AIFA**
Published on LinkedIn

The SEC's mind-numbing thousand-page, three-part "fiduciary" rule package didn't deliver everything we wanted but it was what we expected (Check out Fi360 Executive Chairman Blaine Aikin's recent piece for InvestmentNews on this.). While disappointing that investors will continue to receive ad ...see more

 Like  Comment  Share

[See all articles](#)



Move from commissions to fees is nothing short of incredible, one I thi...

Matthew shared this
2 Likes



Awesome work as always Tyler Kirkland, AIF®, PPC® Fi360 solutions...

Matthew commented
2 Likes



What an exciting #Fiduciary Day!! #401k #Fi360Conference John Sulliva...

Matthew commented
1 Like

[See all activity](#)

WHAT DOES YOUR ARTICLES & ACTIVITIES SAY ABOUT YOU?

LinkedIn's algorithm likes pictures



The screenshot shows a LinkedIn profile for Rebecca Hourihan AIF® PPC™, Chief Marketing Officer at 401(k) Marketing. The post is from 6 days ago and features a group photo of five people (four men and one woman) standing in a room with a patterned floor and a whiteboard. The post text reads: "At the #CambridgeRetirementPlanSummit learning what's happening with #401k lawsuits **Thomas Clark, JD, LLM** and sharing ideas to strengthen #advisors #marketing with **Ameritas, Carlos Panksep CEFEX, Mark Thornton Cambridge Investment Research, Inc., John Burke, AIF, CEBS Ameritas**". The post has 61 likes and 3 comments. The interaction bar shows icons for Like, Comment, and Share.

WHAT DOES YOUR ARTICLES & ACTIVITIES SAY ABOUT YOU?



4,582 views

Your image posted on May 17, 2018 (3 comments, 61 likes) ✕

[4,584 views](#)

Category	Count
67 people from Morningstar viewed your post	
Empower Retirement	40
LPL Financial	38
Ascensus	34
Principal Financial Group	34
459 people who have the title Salesperson viewed your post	
Financial Advisor	300
CEO / Executive Director	210
Business / Corporate Strategist	150
Investment Portfolio Manager	108
266 people viewed your post from Greater Chicago Area	
Greater New York City Area	251
Greater Boston Area	205
Greater Pittsburgh Area	190
Greater Philadelphia Area	151

[Show more](#)

Suggested for you to share

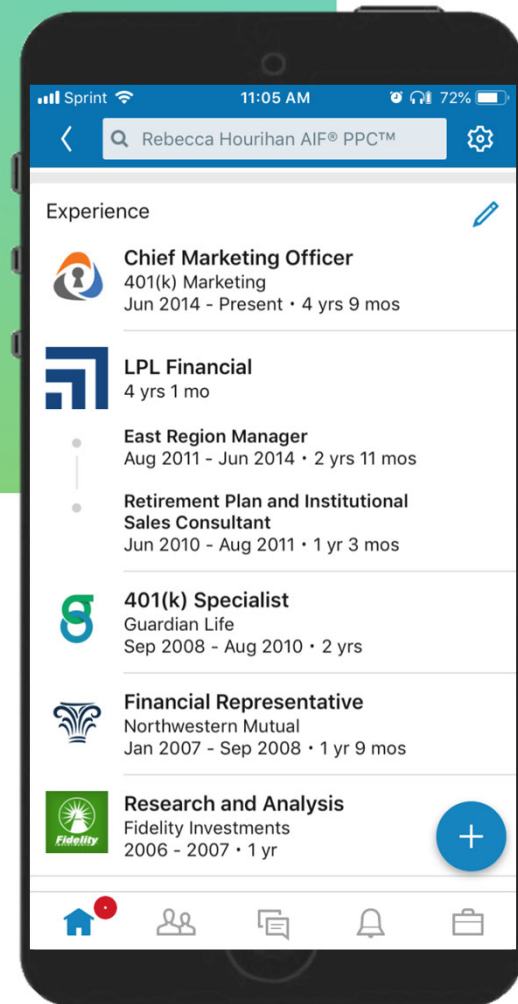
	Dale Renner Builds RedPoint Global To Provide Real-Time Access To Unified Customer Data. Trending in the Marketing and Advertising industry
	Best and worst real estate deals of 2017 Trending in the Investment Management industry
	YouTube star faces backlash over clip showing a corpse Trending in the Marketing and Advertising industry Share

You guessed it!



Connect all of your experiences

Display company logos



TECHNOLOGY HAS ADVANCED

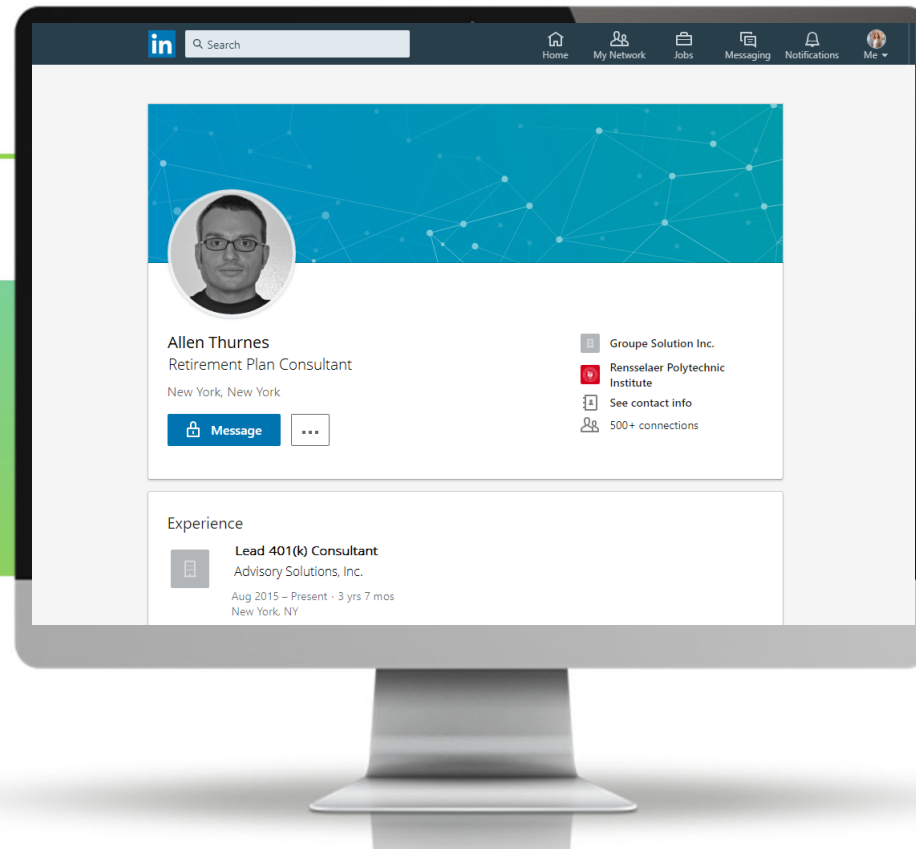
Fi360



2000

2002

LinkedIn



What's next?

2020

TECHNOLOGY HAS ADVANCED

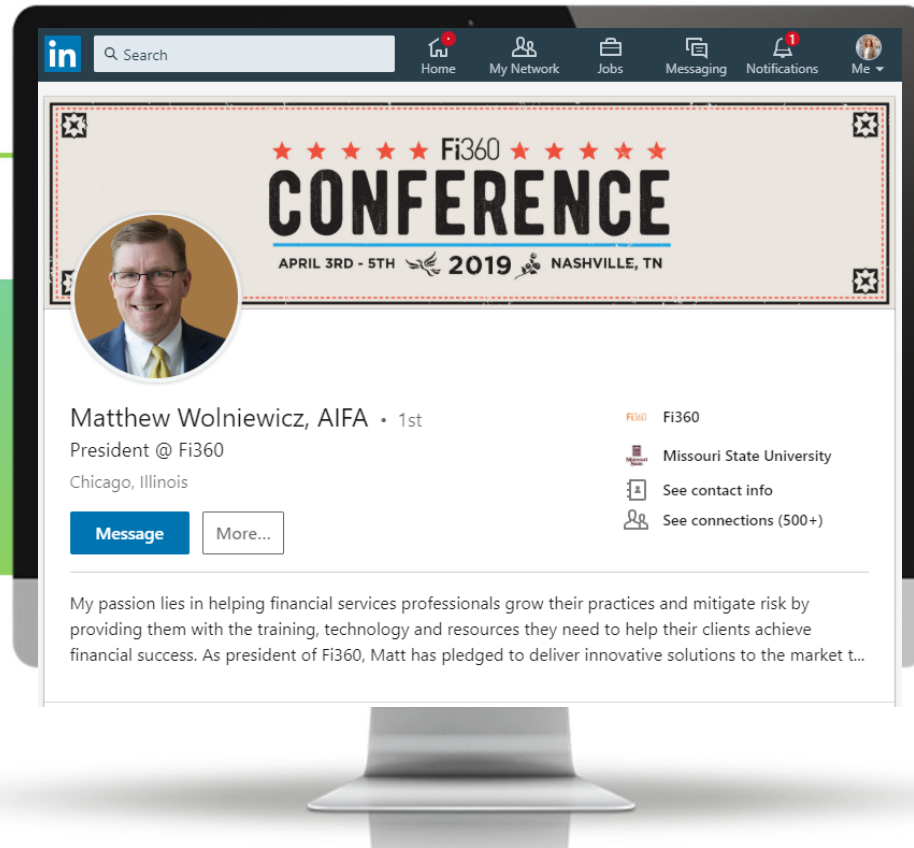
Fi360



2000

2002


LinkedIn



What's next?

2020

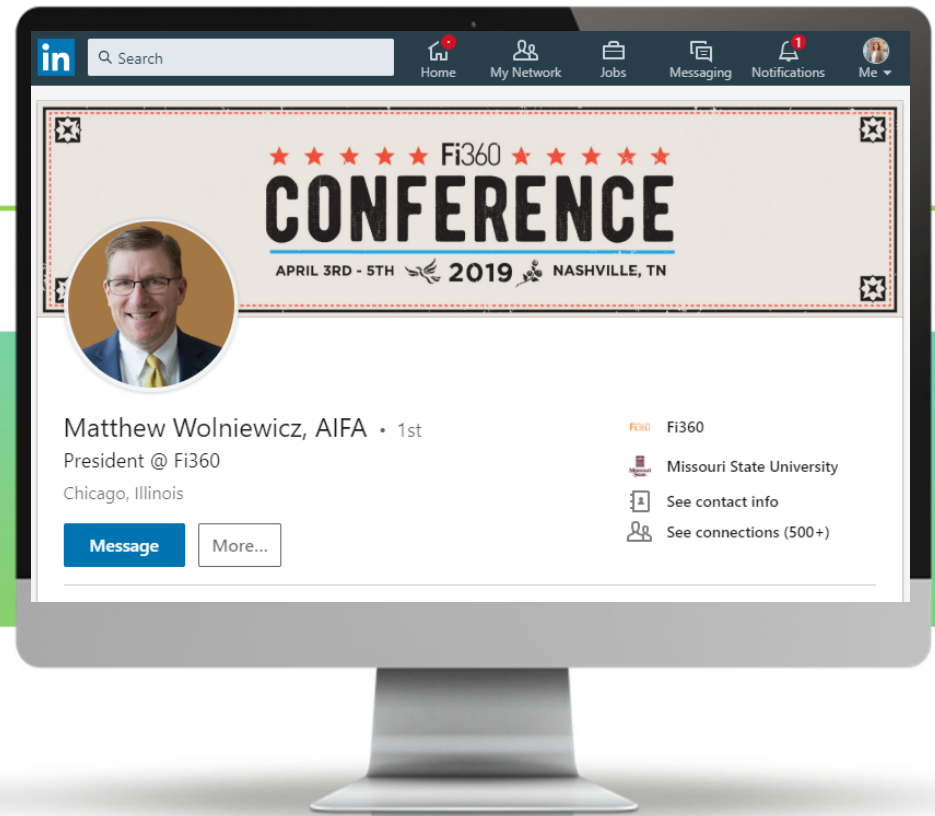
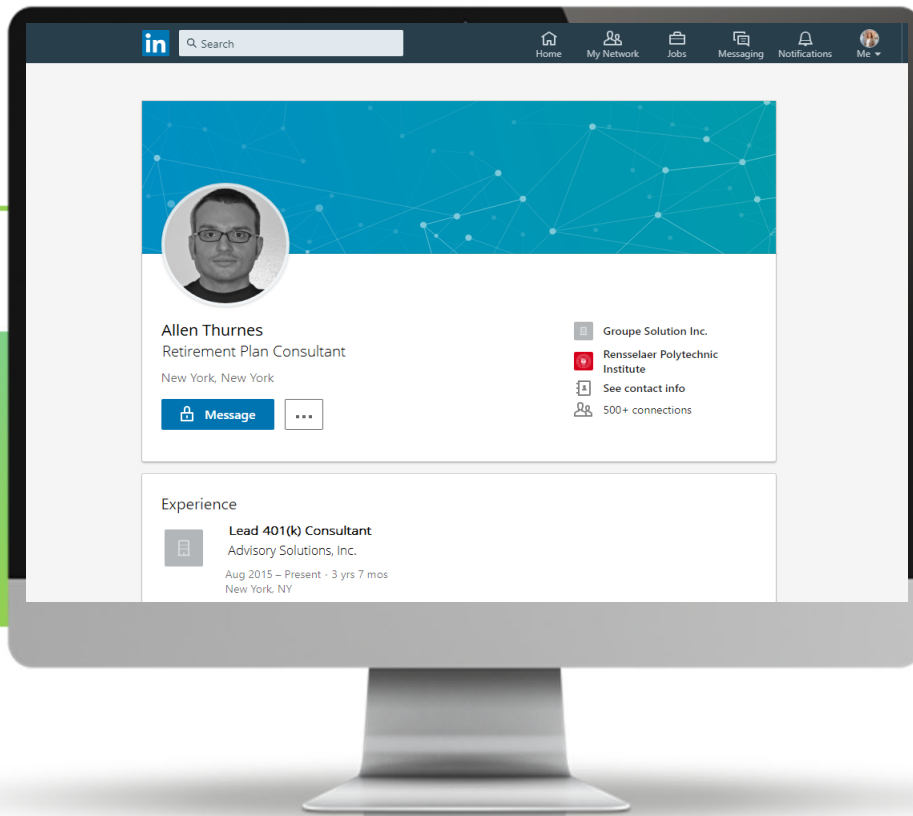
401k-marketing.com/Fi360



What about other
decision makers?

- Director of HR
- 7 out of 10 are female
- Average age 42 years old

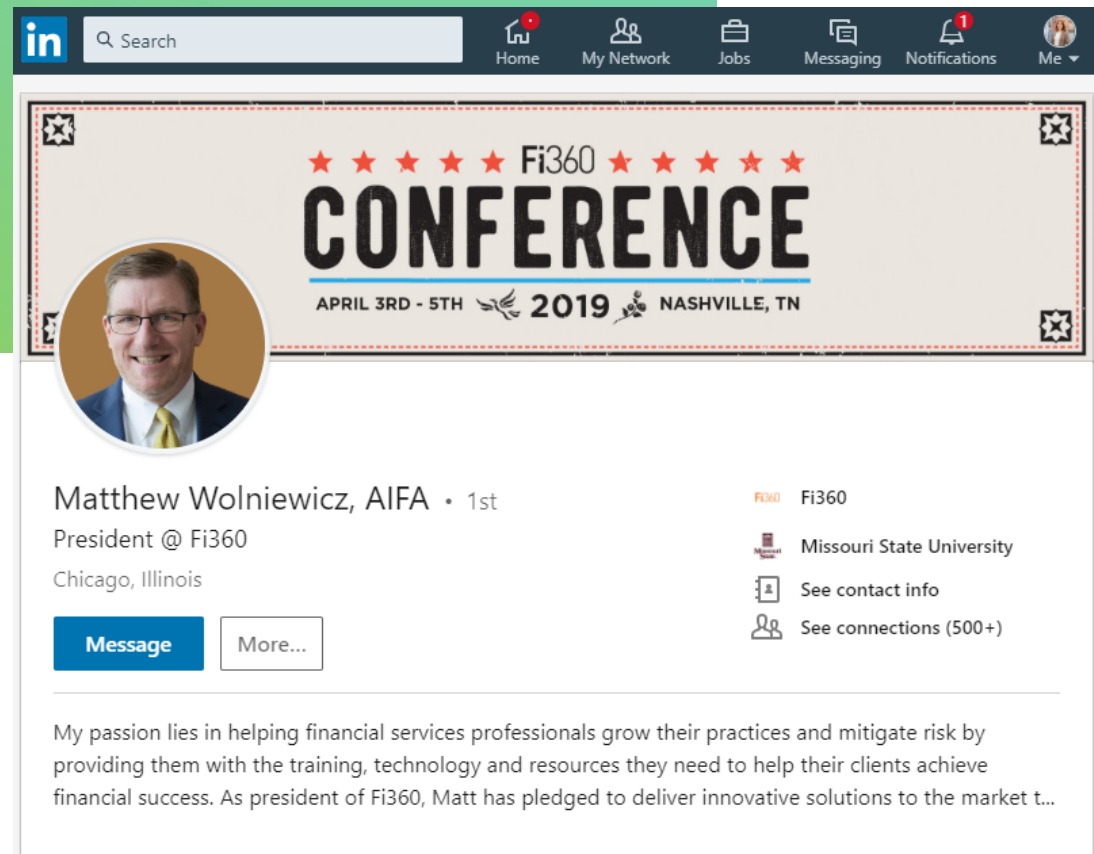
TECHNOLOGY HAS ADVANCED



Can you socially do more?


You want your prospects to **digitally notice you**

401k-marketing.com/Fi360



in Search Home My Network Jobs Messaging Notifications Me

Fi360 CONFERENCE
APRIL 3RD - 5TH 2019 NASHVILLE, TN



Matthew Wolniewicz, AIFA • 1st
President @ Fi360
Chicago, Illinois

Message More...

Fi360 Fi360
Missouri State University
See contact info
See connections (500+)

My passion lies in helping financial services professionals grow their practices and mitigate risk by providing them with the training, technology and resources they need to help their clients achieve financial success. As president of Fi360, Matt has pledged to deliver innovative solutions to the market t...

2nd

Let's talk about your content

How are you promoting you?

WHAT ARE YOU USING TODAY?



Play a game

LOOK ALIKE
GAME

1

MATCH THE
TRADITIONAL
AND MODERN

2



TRADITIONAL



MODERN

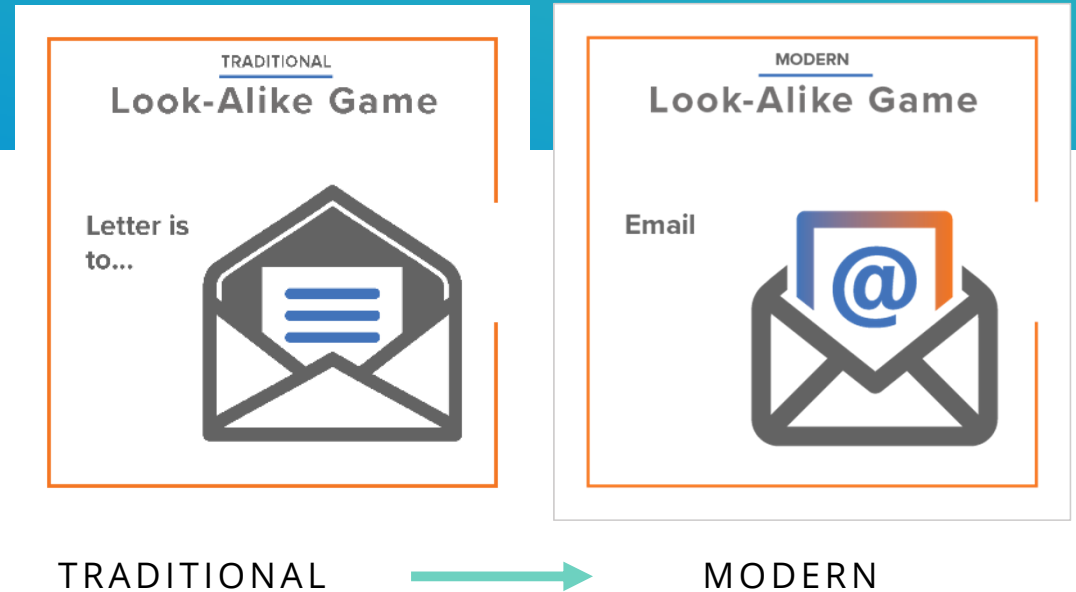
Play a game

LOOK ALIKE
GAME

1

MATCH THE
TRADITIONAL
AND MODERN

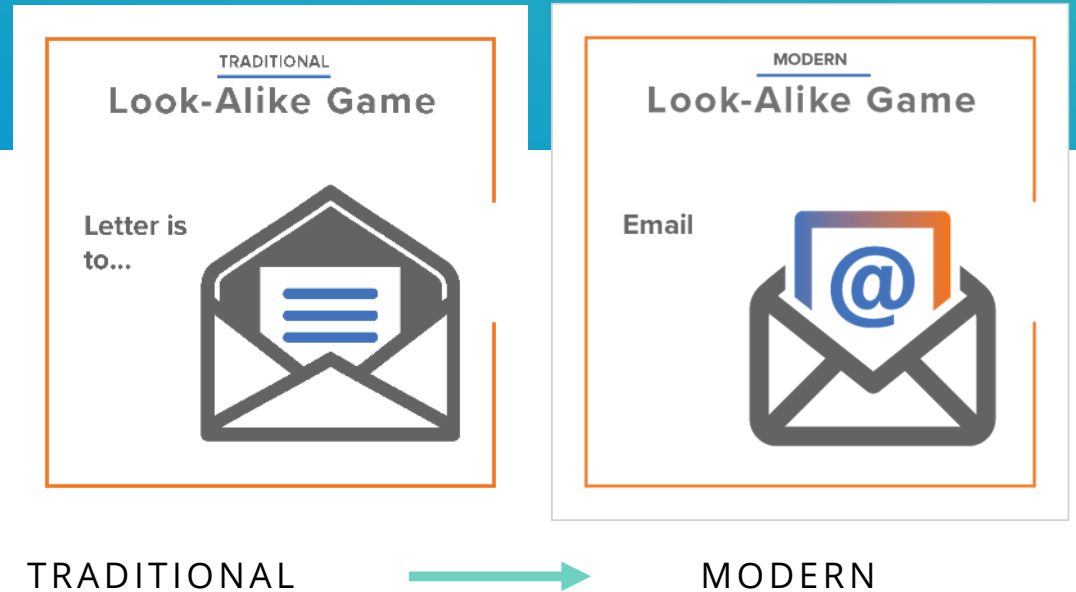
2



Play a game

MATCH THE CARDS

2:00



Match the Cards

TRADITIONAL → MODERN



Match the Cards

TRADITIONAL



MODERN



Match the Cards

TRADITIONAL



MODERN



Match the Cards

TRADITIONAL



MODERN



Match the Cards

TRADITIONAL



MODERN

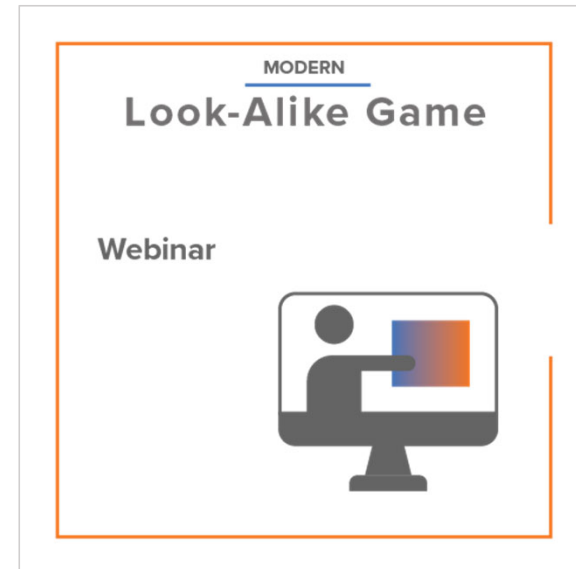


Match the Cards

TRADITIONAL



MODERN



Match the Cards

TRADITIONAL



MODERN

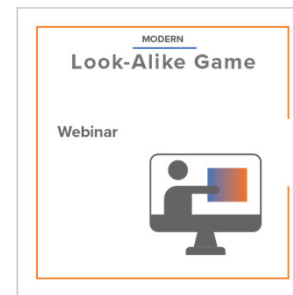


Match the Cards

TRADITIONAL



MODERN



UPDATING TO:



MODERN DAY DRIP MARKETING



MODERN DAY MARKETING

Content curation and
creation

Data collection
and analysis

Bringing it all together

HOW TO CURATE CONTENT



Pick a topic – any topic

Find a focus that is relevant, timely, and positions you as a retirement plan expert



Research your topic



Publish & Share!

- Power of proofreading
- Gain compliance approval
- Promote on Social Media

PICK A TOPIC



Fiduciary Plan
Governance



Financial
Wellness



Plan Design &
Administration

Investment
Oversight



WHO SHOULD WRITE IT?



You



Subscribe to
Content



Hire
a Writer

Time

Money

HOW ARE YOU MARKETING ACROSS GENERATIONS?

Company Decision Makers



Boomers
Ages 73 - 55



Gen X
Ages 54 - 40



Gen Y
Ages 42 - 29



Millennials
Ages 39 - 22



Gen Z
Ages 21 - below

Meet Robert



CEO of Kensington Group

53 years old

Researching for a new advisor



HOW TO MARKET TO ROBERT?

How Robert researches

72% Generation X Uses the Internet to Research Businesses

35% use LinkedIn

Has the **Highest** Brand Loyalty Across All Generations

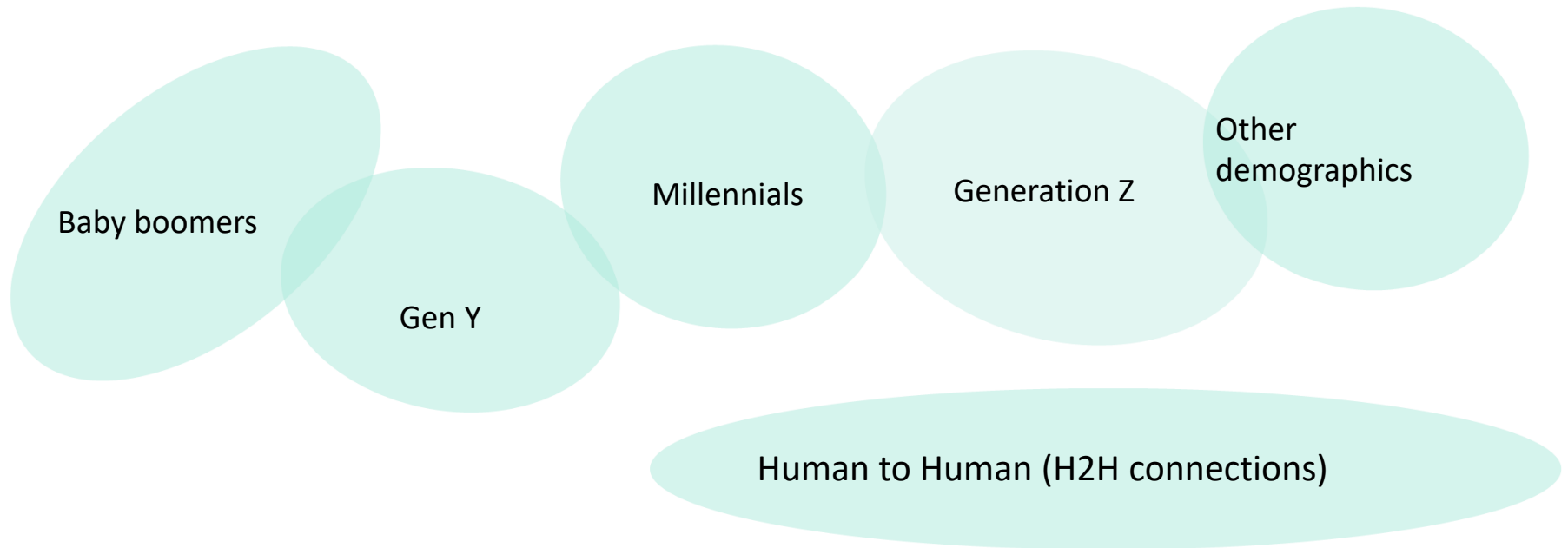
Your marketing materials

Register your business with Google

Active social media postings

Content that encourages loyalty (client appreciation, checklists, email campaigns)

How to market to other decision makers?



LEVERAGING
TECHNOLOGY

—

DATA COLLECTION AND ANALYSIS

∨

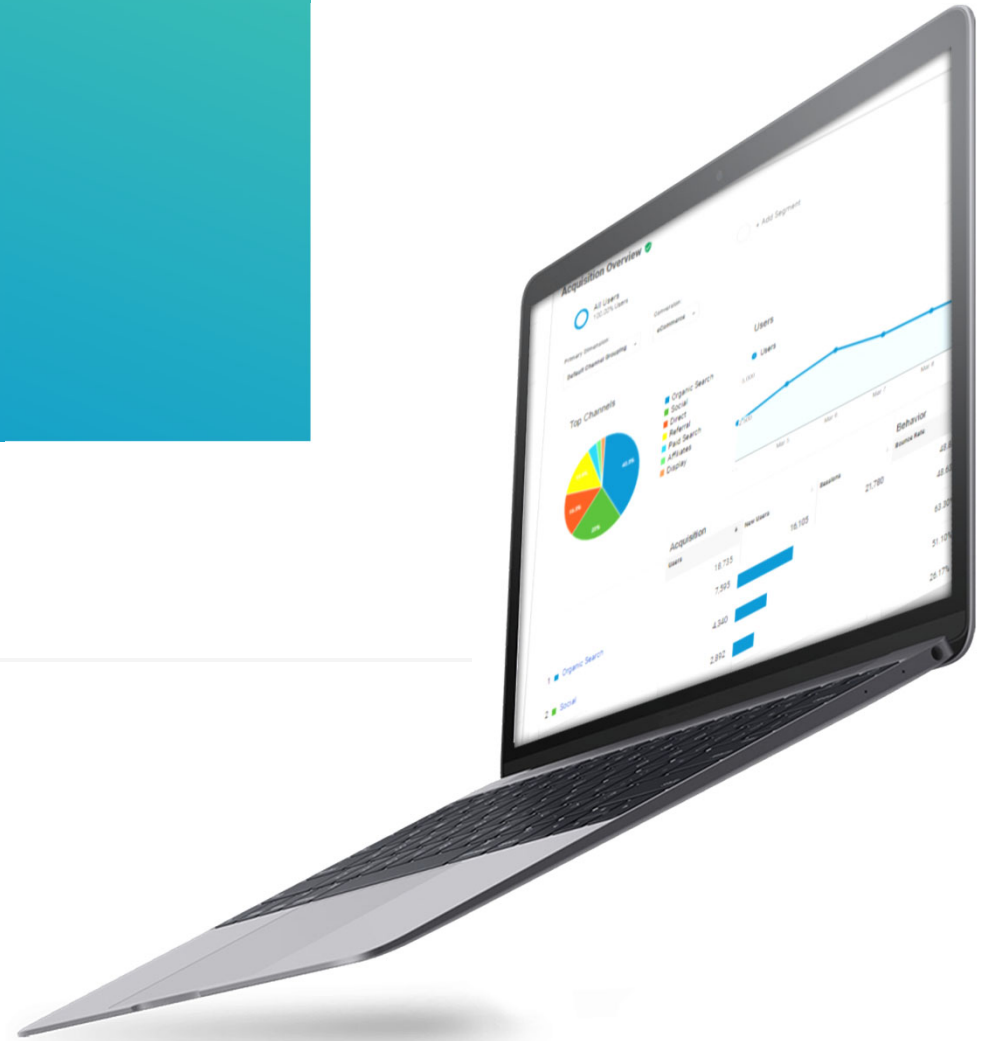
Capture the data

SETUP GOOGLE
ANALYTICS

1

2

VIEW SITE
INFORMATION
TO LEARN
VISITOR
BEHAVIOR



How to ...

Sign up for Google Analytics

<https://analytics.google.com>

Start analyzing your site's traffic in 3 steps

1 Sign up for Google Analytics



All we need is some basic info about what site you'd like to monitor.

2 Add tracking code



You'll get a tracking code to paste onto your pages so Google knows when your site is visited.

3 Learn about your audience



In a few hours you'll be able to start seeing data about your site.

Start using Google Analytics

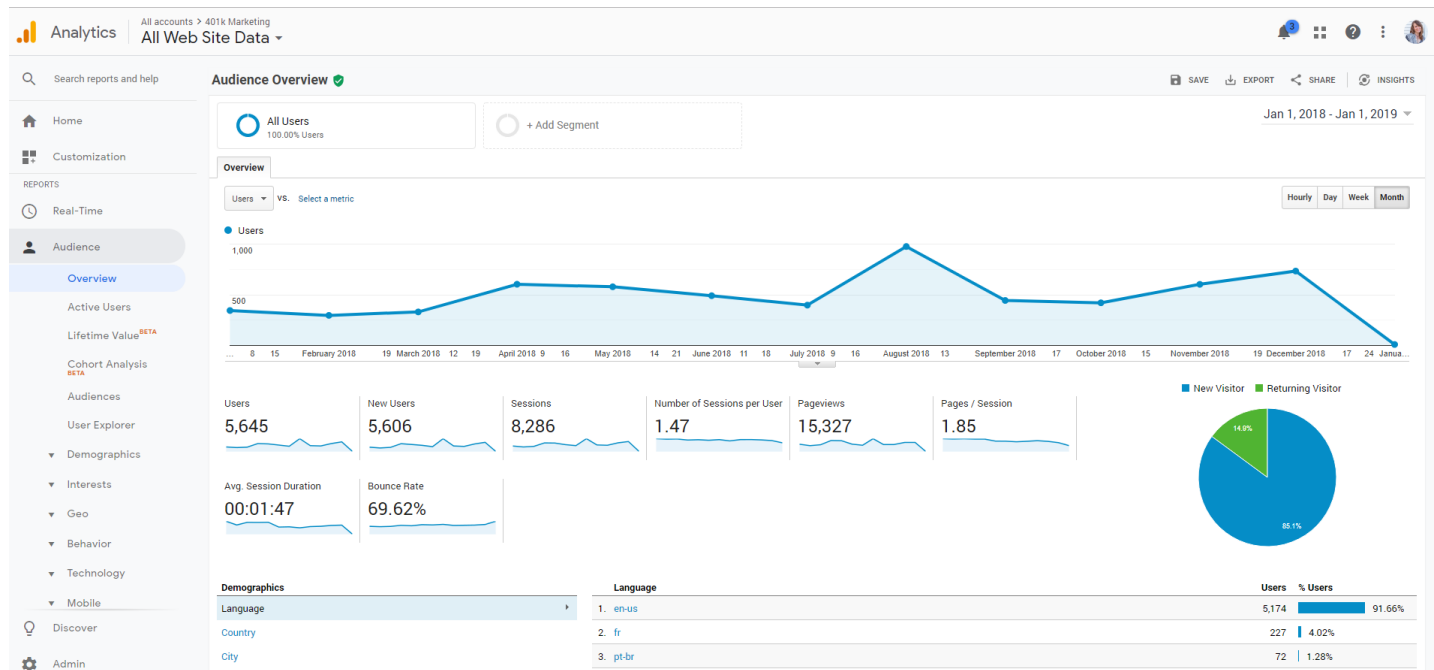
[Sign up](#)

Sign up now, it's easy and free!

Still have questions? [Help Center](#)

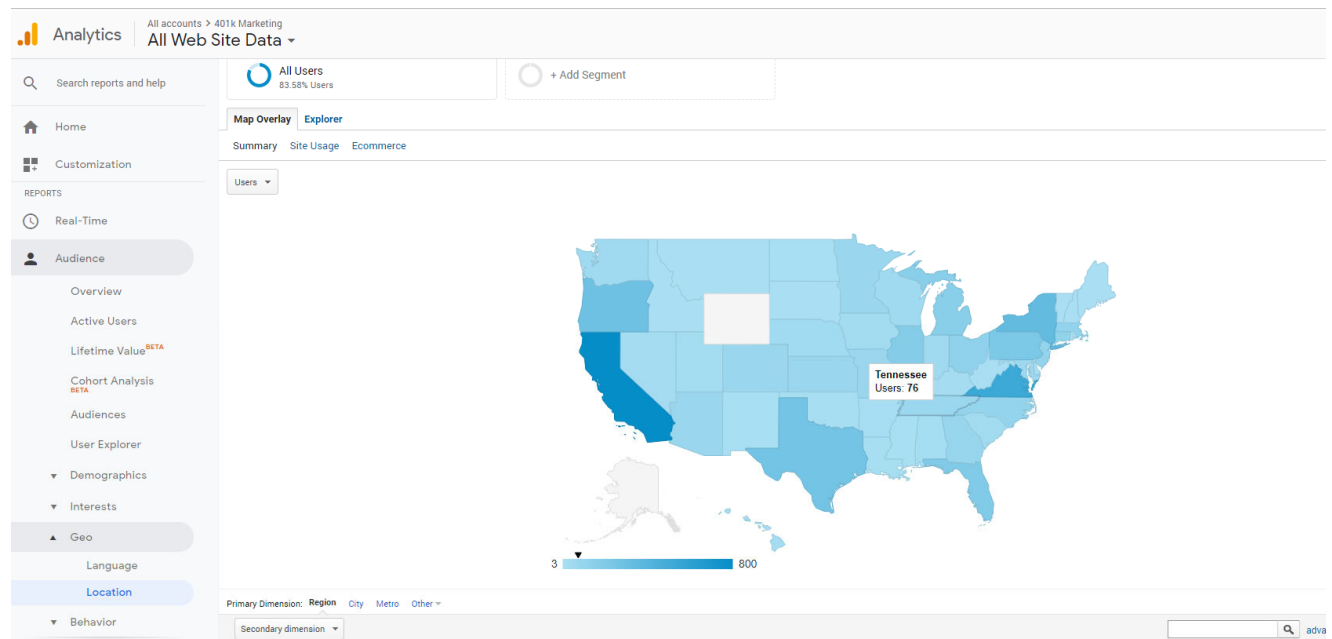
Google Analytics

How many people are visiting my site?



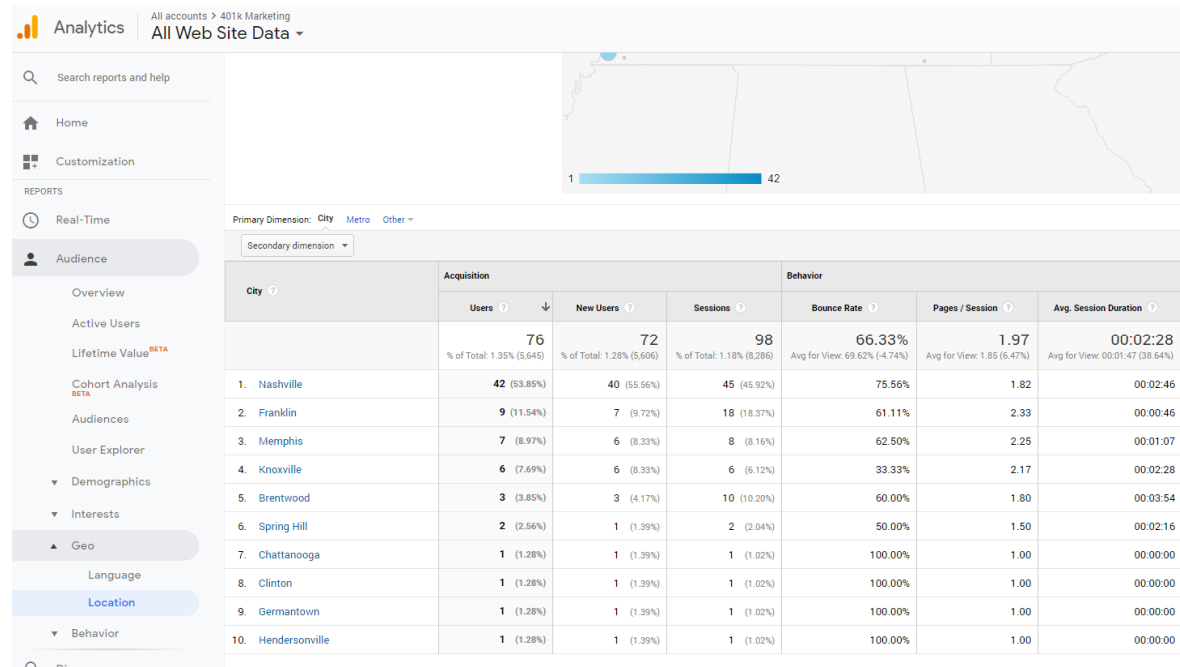
Google Analytics

Who are they?



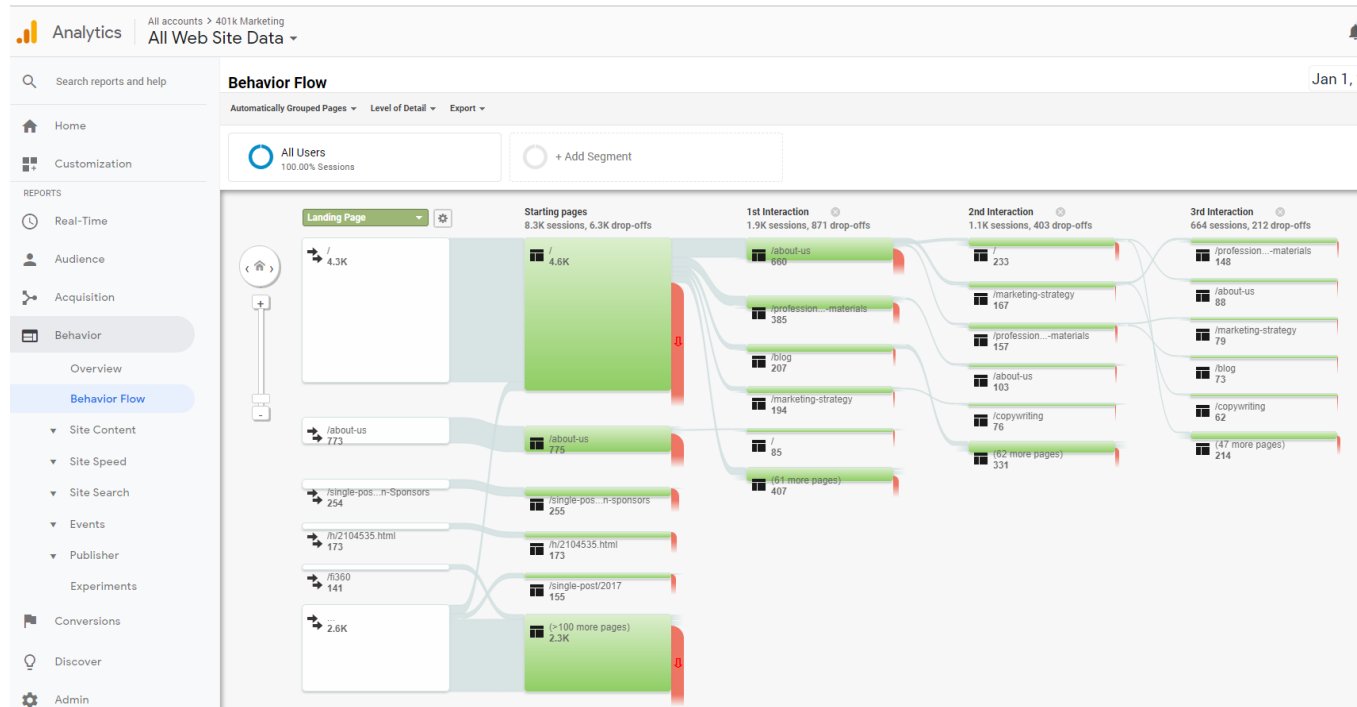
Google Analytics

Who are they?

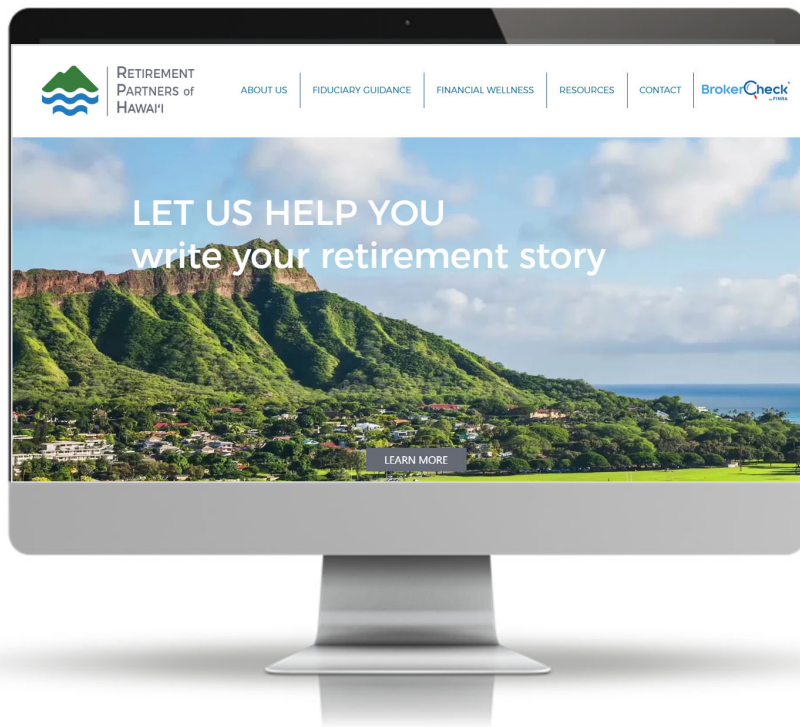


Google Analytics

What are they doing?

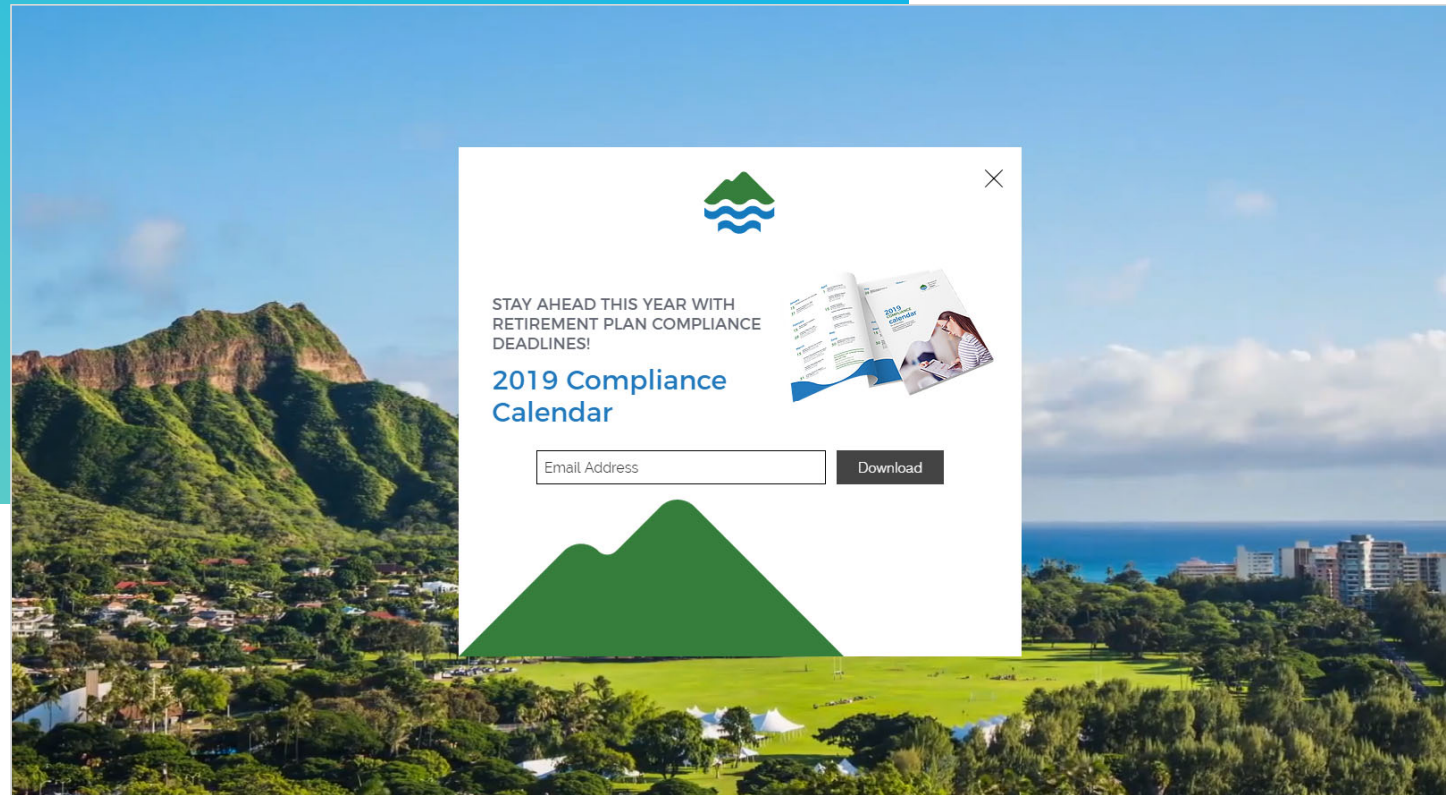


Is your website a billboard or conversation?



Capture their email address

Lightboxes



Collect all that data and add them to your email campaigns

Capture prospect data

The diagram consists of three overlapping circles arranged horizontally. The first circle is light blue, the second is a darker blue, and the third is light green. Each circle is surrounded by a larger, semi-transparent shape of the same color. The circles overlap in a sequence from left to right, suggesting a flow or process.

Automatically create contact record in your CRM

Begin automated Email Campaign

Why do you want email addresses?

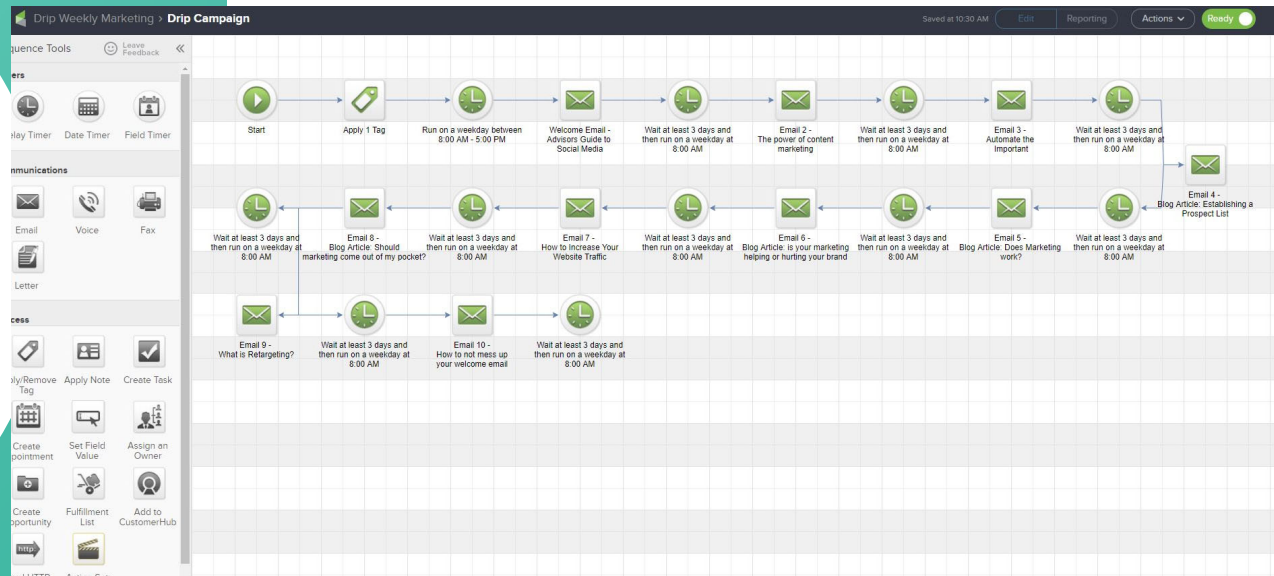
- Know exactly who is researching you
- Develop a 'warm' prospect list
- Create a pipeline of 401(k) leads
- Build brand awareness
- Create a name in your community
- Market your services to interested prospects

FILL YOUR AUDITORIUM



LINK DIGITAL YOU WITH DATA

Lead Nurturing Campaigns



Curious Prospect Example



Googles for information about fiduciary checklist



Google ads shows advisor website for free fiduciary file checklist



Prospect clicks and visits your website to download checklist



Prospect enters email address to receive checklist.



Prospect's email is now integrated with CRM and enters additional lead nurturing campaigns

What CRM do you use?

Make a Zap!



<https://zapier.com>

Redtail



Save new MailChimp subscribers as Redtail CRM contacts

Use This Zap

Don't waste time manually adding new MailChimp subscribers as contacts in your CRM. Let Zapier do it for you! Once set up, [...more](#)

Salesforce



Add new Salesforce contacts to Constant Contact

Use This Zap

Combine Salesforce and Constant Contact to create the ultimate marketing contact list. When you start using this [...more](#)

Microsoft Dynamics



Add new Microsoft Dynamics contacts to MailChimp as subscribers

Use This Zap

Keep in touch with your contacts by engaging them via email campaigns. Use this Zap to automatically add your new [...more](#)

TRACK THE DATA

Recent Email History

[Send Email](#) [View Entire History](#)

Received Sent Campaign Notification Bounced

Email	Status	Date	Subject	EmailTo	EmailFrom	Template
[View]	<input type="radio"/> Opened	1/27/19 6:00 PM	This Week's Daily Social Media	jpincus@washfinancial.com	hello@rpmktgbox.com	None
[View]	<input type="radio"/> Opened	1/20/19 6:00 PM	This Week's Daily Social Media	jpincus@washfinancial.com	hello@rpmktgbox.com	None
[View]	<input type="radio"/> Unopened	1/13/19 6:00 PM	This Week's Daily Social Media	jpincus@washfinancial.com	hello@rpmktgbox.com	None
[View]	<input type="radio"/> Unopened	1/6/19 6:00 PM	This Week's Daily Social Media	jpincus@washfinancial.com	hello@rpmktgbox.com	None
[View]	<input type="radio"/> Unopened	12/30/18 6:00 PM	This Week's Daily Social Media	jpincus@washfinancial.com	hello@rpmktgbox.com	None
[View]	<input checked="" type="radio"/> Clicked	12/27/18 8:00 AM	Professional Photos: Do's and	jpincus@washfinancial.com	sasha@401k-marketing.com	None
[View]	<input type="radio"/> Opened	12/23/18 6:00 PM	This Week's Daily Social Media	jpincus@washfinancial.com	hello@rpmktgbox.com	None
[View]	<input type="radio"/> Unopened	12/16/18 6:00 PM	This Week's Daily Social Media	jpincus@washfinancial.com	hello@rpmktgbox.com	None
[View]	<input checked="" type="radio"/> Clicked	12/13/18 8:01 AM	Avoiding Awkward Introductions	jpincus@washfinancial.com	sasha@401k-marketing.com	None
[View]	<input type="radio"/> Unopened	12/9/18 6:00 PM	This Week's Daily Social Media	jpincus@washfinancial.com	hello@rpmktgbox.com	None

LEARN WHO REALLY, REALLY LIKES YOU!

Marketing

Find a contact...

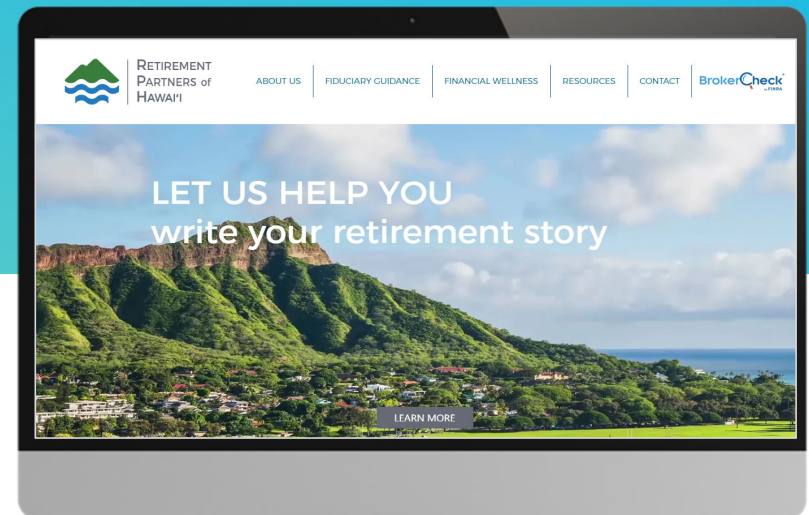
Campaign Builder | Email & Broadcasts | **Lead Generation** | Templates | Legacy | Reports | Settings

Email Broadcasts Send a Broadcast

1:50 of 164 per page < 1 2 3 4 >

Date	Email Name	Sent By	Type	Status	Report	Sent	Open Rate	Click Rate	Opt-Out Rate	Bounced	Batch Subject	Full Email Subject
12/27/2017 4:03 PM	Retirement Plan Marketing: FEEDB...	Sasha Cibrian	Standard	Sent	View	1	100%	100%	0%	0	Retirement Plan Marketing: FEEDB...	Retirement Plan Marketing: FEEDBACK FORM 2017
08/03/2018 11:46 AM	RE: Confirming your alternative ...	Sasha Cibrian	Standard	Sent	View	1	100%	0%	0%	0	RE: Confirming your alternative ...	RE: Confirming your alternative email to our list
07/27/2018 1:05 PM	RE: Confirming your alternative ...	Sasha Cibrian	Standard	Sent	View	4	75%	0%	0%	0	RE: Confirming your alternative ...	RE: Confirming your alternative email to our list
01/16/2019 3:26 PM	[Retirement Plan Marketing] 2019...	Sasha Cibrian	Standard	Sent	View	49	61%	24%	0%	0	[Retirement Plan Marketing] 2019...	[Retirement Plan Marketing] 2019 Compliance Calendar
08/17/2018 1:49 PM	"Contact.FirstName", did you use...	Sasha Cibrian	Standard	Sent	View	68	60%	3%	1%	1	"Contact.FirstName", did you use...	"Contact.FirstName", did you use your free piece of marketing content?
04/01/2018 9:09 PM	Q2 2018 Marketing Materials: Dow...	Sasha Cibrian	Standard	Sent	View	32	59%	44%	0%	0	Q2 2018 Marketing Materials: Dow...	Q2 2018 Marketing Materials: Download Now!
01/13/2019 9:00 PM	This Week's Daily Social Media P...	Sasha Cibrian	Standard	Sent	View	47	55%	0%	0%	0	This Week's Daily Social Media P...	This Week's Daily Social Media Posts
12/31/2017 9:00 PM	Weekly Social Media Posts	Sasha Cibrian	Standard	Sent	View	29	55%	21%	0%	0	Weekly Social Media Posts	Weekly Social Media Posts
03/18/2018 9:00 PM	Weekly Social Media Posts	Sasha Cibrian	Standard	Sent	View	33	55%	21%	0%	0	Weekly Social Media Posts	Weekly Social Media Posts
04/01/2018 9:00 PM	Weekly Social Media Posts	Sasha Cibrian	Standard	Sent	View	33	55%	18%	0%	0	Weekly Social Media Posts	Weekly Social Media Posts
05/06/2018 11:22 PM	Weekly Social Media Posts	Sasha Cibrian	Standard	Sent	View	37	54%	0%	0%	0	Weekly Social Media Posts	Weekly Social Media Posts
09/02/2018 9:00 PM	Weekly Social Media Posts	Sasha Cibrian	Standard	Sent	View	39	54%	0%	0%	0	Weekly Social Media Posts	Weekly Social Media Posts
10/08/2018 12:20 PM	Weekly Social Media Posts	Sasha Cibrian	Standard	Sent	View	41	54%	0%	0%	0	Weekly Social Media Posts	Weekly Social Media Posts
09/17/2018 6:30 PM	[Last Chance] Did you forget to ...	Sasha Cibrian	Standard	Sent	View	323	54%	5%	2%	1	[Last Chance] Did you forget to ...	[Last Chance] Did you forget to register?
03/25/2018 9:00 PM	Weekly Social Media Posts	Sasha Cibrian	Standard	Sent	View	32	53%	19%	0%	0	Weekly Social Media Posts	Weekly Social Media Posts
04/15/2018 9:00 PM	Weekly Social Media Posts	Sasha Cibrian	Standard	Sent	View	34	53%	29%	0%	0	Weekly Social Media Posts	Weekly Social Media Posts
04/17/2018 9:00 PM	Weekly Social Media Posts	Sasha Cibrian	Standard	Sent	View	34	53%	29%	0%	0	Weekly Social Media Posts	Weekly Social Media Posts

DIGITAL STOREFRONT

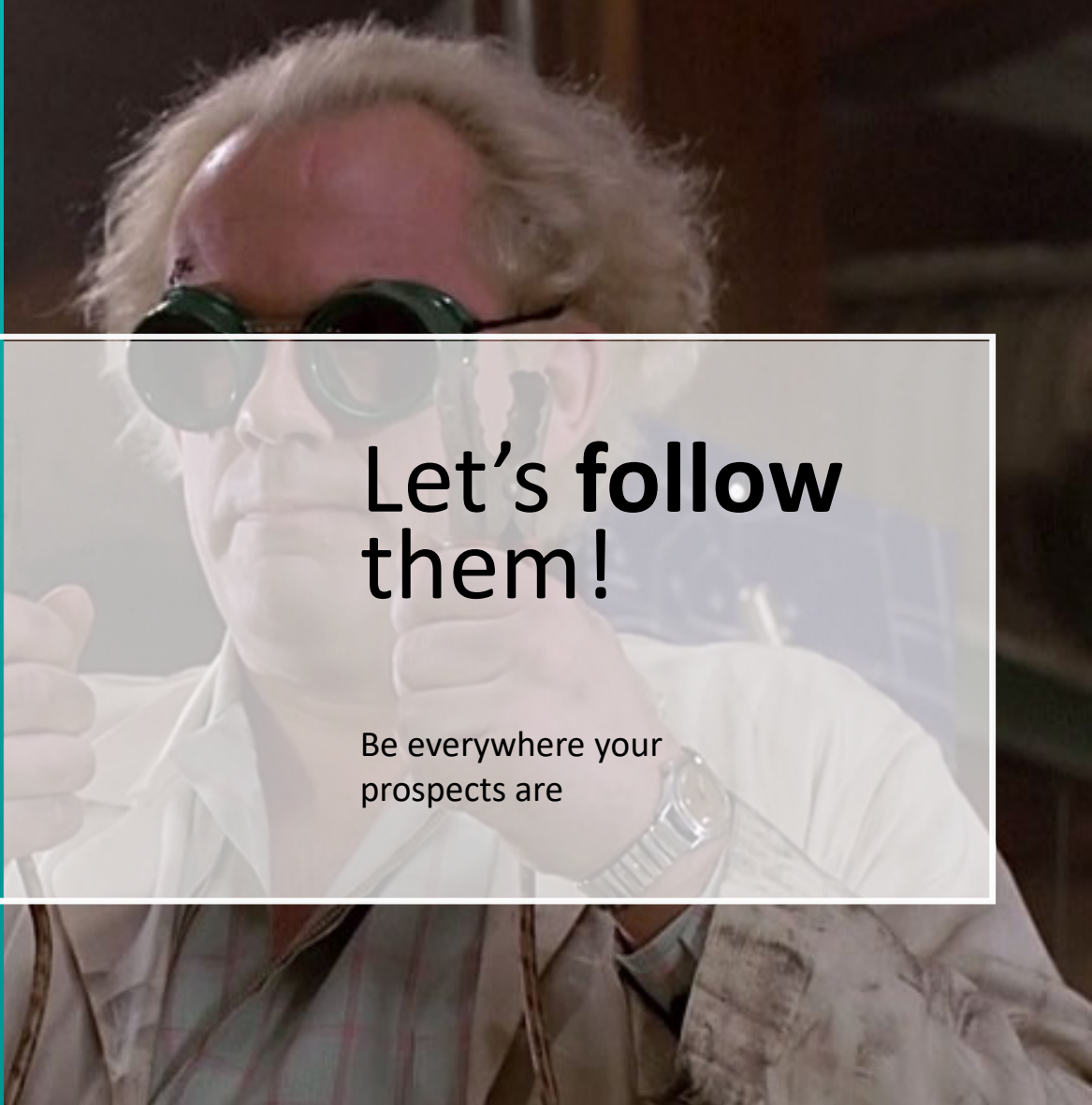




Are we mad scientists?

Nah, just marketers

**WANT MORE
LEADS?**

A man with wild, light-colored hair and dark sunglasses is shown from the chest up. He is holding a handgun in his right hand, pointing it towards the camera. He is wearing a light-colored, possibly white, shirt. The background is dark and out of focus. The image is overlaid with a semi-transparent white box containing text.

**Let's follow
them!**

Be everywhere your
prospects are

Be everywhere your prospects are

<https://ads.google.com>

Sign up for Ads

Setup digital ads

The screenshot shows the Google Ads website interface. At the top, there is a navigation bar with links for Home, How it Works, Pricing, and Contact Us. On the right side of the navigation bar, there is a phone icon with the number 1-877-763-9808 and a green button labeled START NOW. Below the navigation bar, there is a secondary navigation bar with links for Overview, Search Ads, Display Ads, Video Ads, and App Ads. The main content area is titled "BE SEEN ACROSS THE WEB" and features four columns, each representing a different ad type: Search Ads, Display Ads, Video Ads, and App Ads. Each column includes a representative image of the ad type, a title, a brief description, and a blue arrow pointing to the right.

Home How it Works Pricing Contact Us 1-877-763-9808 START NOW

Overview Search Ads Display Ads Video Ads App Ads

BE SEEN ACROSS THE WEB

Search Ads
Your ad appears next to search results on Google. Talk about good timing. →

Display Ads
With text and banner ads across Gmail and a network of over two million websites and apps, your ad can show up where your customers are. →

Video Ads
Your business comes to life in front of new customers on YouTube. It's a unique way to share your story. →

App Ads
Promote your app by running ads across the entire Google network – no design experience required. →

WHAT ARE DIGITAL ADS?

SEARCH



marketing for 401k plans



All News Images Shopping Videos More Settings Tools

About 13,500,000 results (0.52 seconds)

Edward Jones® 401k Advisor | Contact Brian Dempsey Today

www.edwardjonesfa.com/

A long-term financial partner will keep your best interests in mind.

Marketing Planning | That's Actually Easy To Use | monday.com

www.monday.com/

Over 13,000,000 Plans Tracked w monday.com **Planning** Tool. Start Your Free Trial! Simple & Color Coded. 24/7 Legendary Support. Trusted by +1,950,000. Free iOS & Android Apps.

[Pricing & Plans](#) · [How Teams Work Better](#) · [How To Use monday.com](#) · [Meet Your New Way To Work](#)

401k Plan Administration - ADP | Business Retirement Plans

www.adp.com/

Let ADP Help You Guide Your Employees To Retirement Success. Choose ADP Today!

Best 401k Plans | Retirement Plans for Companies

www.buyerzone.com/Retirement/Plans

Compare rates on **401k Plans** & Save. Find the best Prices for your Company Today.

401(k) Marketing

<https://www.401k-marketing.com/>

We help retirement **plan** advisors, TPAs, and industry partners grow their **401(k)** business.

401k Client Acquisition - 401k Marketing - 401k Specialist

<https://401kspecialistmag.com> > [Category](#) > [401k Client Acquisition](#)

Successful **401k marketing** resources. Industry ... [Junk the Jargon for Better 401k Plan Communication](#) ... [Top 401k Marketing Story of 2018: Best Cities to Retire.](#)

Top 10 Tips for More 401k Business - 401K Specialist

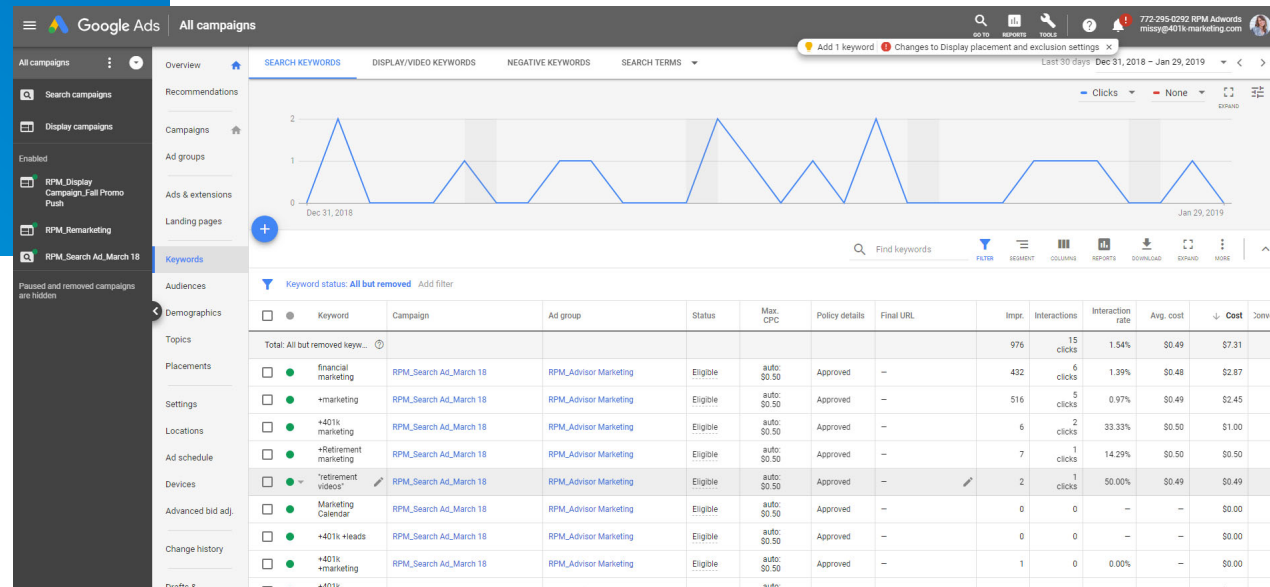
<https://401kspecialistmag.com> > [401k Client Acquisition](#)

Mar 2, 2017 - Our panel of experts ticked off 10 tips to get **401k** advisors moving, some Need help with business **planning, marketing** strategy, business ...

Google Ads

- Look alike audiences
- Add your competitors (why not?)
- Geotarget prospect locations

401k-marketing.com/Fi360



WHAT ARE DIGITAL ADS?

DISPLAY

The screenshot shows the homepage of 401kSpecialist.com. At the top, there is a navigation bar with a red 'LEADERS SPEAK' button on the left and an orange '401(K) TOOLKIT' button on the right. The main header features the '401kSpecialist' logo. Below the header is a horizontal menu with dropdown arrows for 'Fiduciary', 'Rollovers', '401k Practice', 'Client Acquisition', 'Investments', 'HSA', 'Top Advisors', 'Leaders Speak', and 'F1360'. The main content area includes three article teasers: 'Lawsuit Seeks to Remove Killer as Victim's 401k Beneficiary', 'Cuomo Forced into Court in 401k Financial Farce', and 'Fred Reish: 401k Sponsors in Serious Need of Fiduciary Training'. A blue banner advertises '5 MINUTES TO SMARTER TDF SELECTION' with a 'GET STARTED' button. Below this is a 'TOP ADVISOR PROFILES' section featuring a photo of a woman and a search bar. To the right, a 'Featured Industry Whitepaper' section highlights a ranking by J.D. Power 2018 Group Retirement Satisfaction Study, with a 'Watch video' button.

February Top Advisor by Participant

Featured Industry Whitepaper

LinkedIn Ads

- Target companies
- Look alike audiences
- Locations
- And more

The screenshot displays the LinkedIn profile page for '401(k) Marketing' in 'Admin view'. The profile is for 'Retirement Partners of Hawai'i', a financial services company in Honolulu with 7 followers. The page features a dashboard with the following analytics for the last 30 days:

Metric	Value	Change
Visitors	96	▲ 380%
All post impressions	5.8K	▲ 636%
Followers	33	▲ 725%

The main content area shows a post by 'Jessy Thurnes' dated 1/30/2019, marked as a 'Sponsor now'. The post content is partially visible, showing the text 'Share an article, photo, video or idea' and a 'Post' button. The right sidebar includes a 'Communities' section with a 'Hashtags' area and a prompt to 'Add hashtags to like, comment and reshare on your feed'.

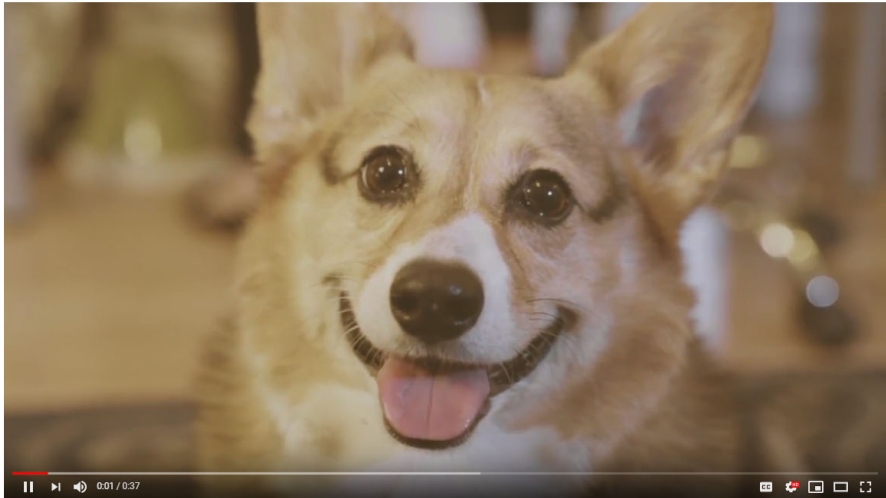
TRADITIONAL

VIDEOS



YouTube

401k marketing



How can 401(k) Marketing help retirement plan advisors?
5,145 views

17 9 SHARE SAVE ...

401(k) Marketing
Published on Jun 5, 2018

ANALYTICS EDIT VIDEO

3rd

Let's talk about your content

How are you promoting you?

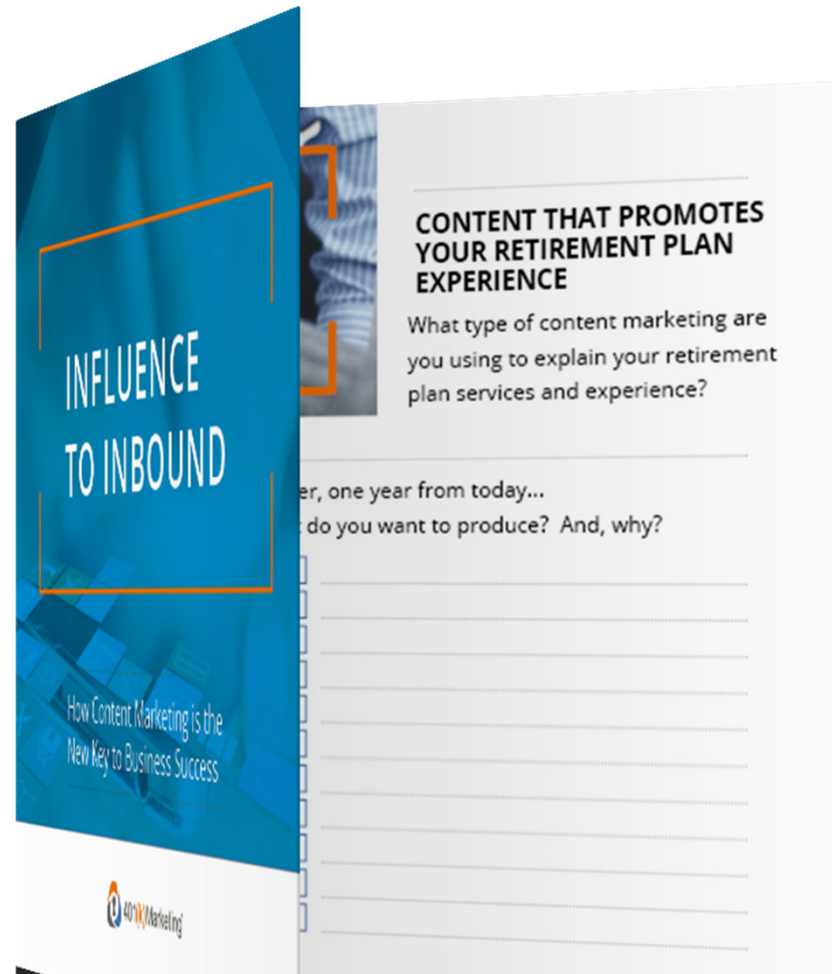
WHAT ARE YOU USING TODAY?



Workbook

Sitting down together, one year from today...

**What types of content do you want to produce?
And, why?**



2000 was 20 years ago!

Prospecting in 2000 included:

- Cold calling
- Door to Door
- Direct Mail (Letters, Postcards)
- Giveaways (Toaster, Roadmap Atlas)
- Print ads
- Tip Clubs
 - Rotary Club
 - Chamber of Commerce
 - BNI
- Referrals
- Networking
- Letter campaigns

ENHANCE THE DIGITAL VERSION OF YOU



Social media

50 Views



Daily emails

Received: 121

400 sent



Website

150 Visitors

TOP SALES PERSON

**1360+ daily
interactions**



**2000 WAS
20 YEARS
AGO!**



If you're still
prospecting like it
2000, it's time for a
CHANGE.

Cold calling

Chamber of Commerce

BNI

Rotary Club

Print ads

Collect all that data and add them to your email campaigns

Capture prospect data

The diagram consists of three overlapping circles arranged horizontally. The first circle on the left is light blue and contains the text 'Capture prospect data'. The second circle in the middle is a darker blue and contains the text 'Automatically create contact record in your CRM'. The third circle on the right is a teal color and contains the text 'Begin automated Email Campaign'. Behind these circles are larger, semi-transparent background shapes in matching colors: a light blue shape behind the first circle, a light green shape behind the second, and a teal shape behind the third.

Automatically create contact record in your CRM

Begin automated Email Campaign



Feed a man, he eats for a day

Teach a man to farm, he will eat for a lifetime

Yes, marketing takes time and focus.

But once it's setup...



Teach a man to farm, he will eat for a lifetime

It still takes work.

Just like a farm – it takes a lot of work.



HOWEVER

Once you prep the soil, it is a lot easier to seed, grow, and produce new clients

Intelligent integrated content marketing will feed your business for the NEXT 20 years

Cheers to a lifetime of inbound leads

QUESTIONS & OPEN CONVERSATION

—

A photograph of a business meeting in a modern office. A man in a blue suit and a woman in a grey dress are shaking hands across a glass table. Another man in a light blue shirt is smiling and looking towards them. The scene is brightly lit with large windows in the background.

PROSPECTING IN 2040

Where you see your business in 2040?

Challenge your marketing thinking to prepare for the next 20 years

How will take advantage of technology advancements to develop and grow your business into the new millennium.



THANK YOU
for being awesome!



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MARKETING WORKSHOP
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