Content is Key: Creating and Distributing A Content Driven Strategy Across Multiple Platforms
Wealth transfer thought leadership series – “Lasting legacy”
Digital campaign led to extensive brand reach and retargeting opportunities with over $6M new business tracked in first 60 days
Influencer storytelling deepened reach and engagement
Lessons in legacy with the Cousteau family

Lessons in Legacy
with the Cousteau family

The Importance of Planning
Schwab’s new behavioral finance podcast

**What happens when intuition fails us?**
Listen as Dan Heath shares stories of irrational decision-making—from historical blunders to the kinds of everyday errors that could affect your future.

Choiceology, an original podcast from Charles Schwab, explores the lessons of behavioral economics, exposing the psychological traps that lead to expensive mistakes.
Market Volatility Response – Raymond James

Engagement Rate During Times of Uncertainty (Feb 2nd – Feb 12th)

- Benchmark
- Market Volatility

Feb 2nd: Start of Market Volatility

- 30.67% Engagement Rate
- 20% Market Volatility

1775 posts
718 engagements

486 posts
219 engagements

458 posts
100 engagements

446 posts
146 engagements

Smart saving strategies to consider, designed for each stage of life: http://bit.ly/2n4bQr5

Read the weekly economic commentary from Chief Economist Scott Brown:

The Dow Industrial Average (Dow) is a stock market index that reflects what happens on the stock market. It includes 30 companies from different industries. The Dow is considered one of the most important indices in the United States. It’s calculated by finding the average price of the Dow Jones Industrial Average (DJIA) on any given trading day. The Dow provides investors with valuable information about the overall performance of the stock market. The Dow is calculated by taking the sum of the closing prices of the 30 companies included in the index, and dividing that sum by a divisor. The divisor is a set of numbers that is used to adjust for changes in the composition of the index. The divisor is recalculated periodically to reflect changes in the index, such as the addition or removal of companies. The Dow is updated daily and is widely used as a benchmark for the overall performance of the stock market. The Dow is calculated by finding the average price of the Dow Jones Industrial Average (DJIA) on any given trading day. The Dow provides investors with valuable information about the overall performance of the stock market. It’s calculated by taking the sum of the closing prices of the 30 companies included in the index, and dividing that sum by a divisor. The divisor is a set of numbers that is used to adjust for changes in the composition of the index. The divisor is recalculated periodically to reflect changes in the index, such as the addition or removal of companies. The Dow is updated daily and is widely used as a benchmark for the overall performance of the stock market.
Advisors who create their own content see higher engagement

Content Source

- Advisor Created: 27%
- Library: 64%

Average Engagement

- Advisor Created: 2.15%
- Library: 1.75%

Social Media & Digital Marketing Seminar