# Client Acquisition

## Getting the Right Clients to Find Your Advisors

Broadridge® | ADVISOR SOLUTIONS

# Show of Hands

Does your firm promote
“marketing support”
when recruiting Advisors?

# Show of Hands

It is "Marketing's" job to deliver qualified leads to Advisors?



# Advisors face serious headwinds in growing their Practices



# Meanwhile at the home office…

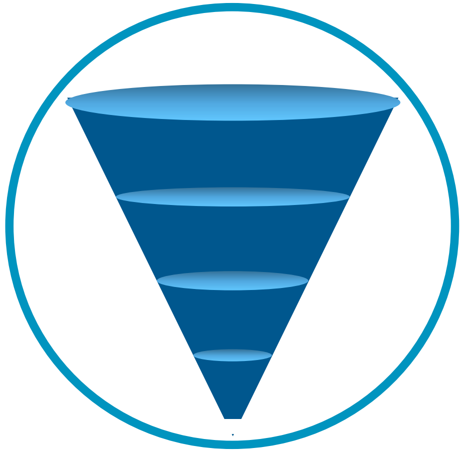
“We’re facing increasing pressure to tie marketing to revenue…

# Micro Targeting to Optimize the In-Bound Buyer Journey

**Attracting a more tightly defined target audience can dramatically improve results.**

**Drive Qualified Traffic** → **Maximize On Site Engagement** → **Optimize Conversion**



# Targeting at Scale


**Enterprise Level**

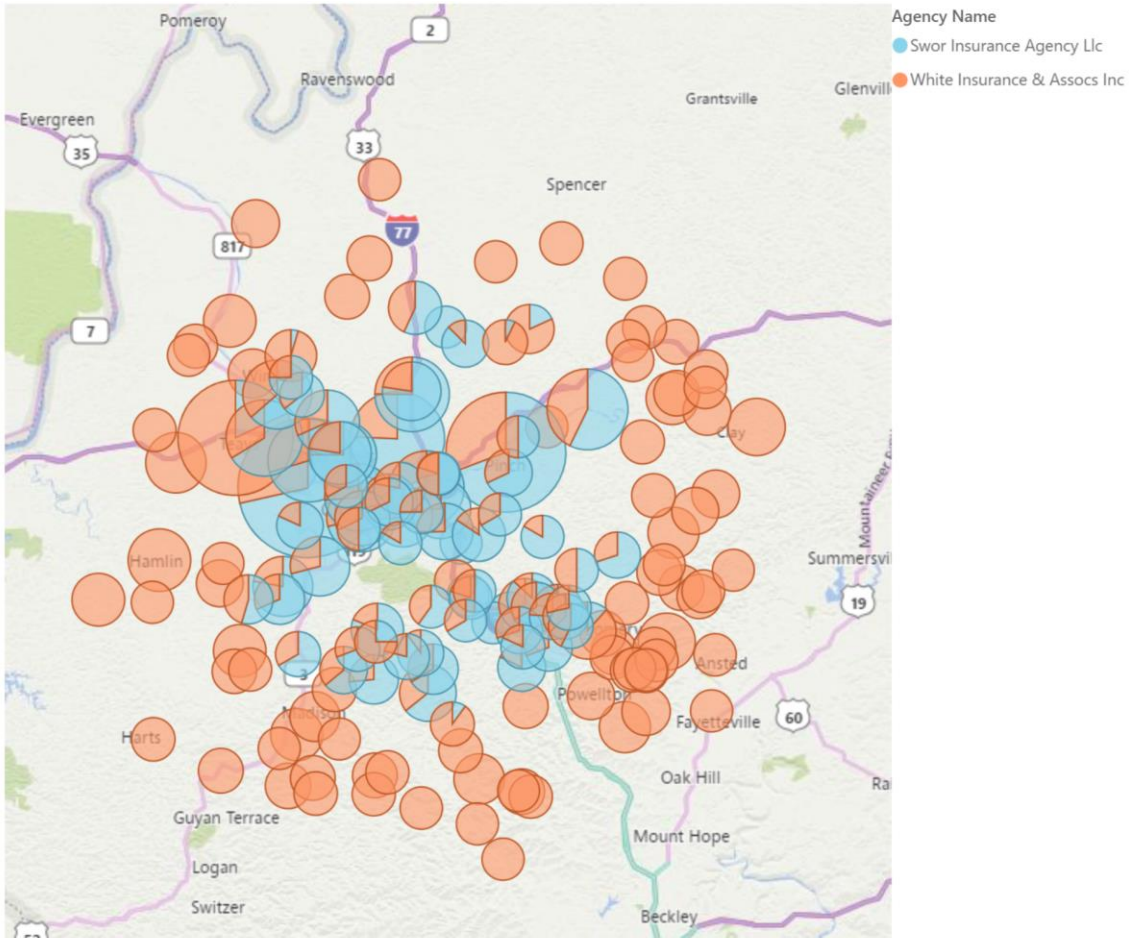
**Enterprise Level:**

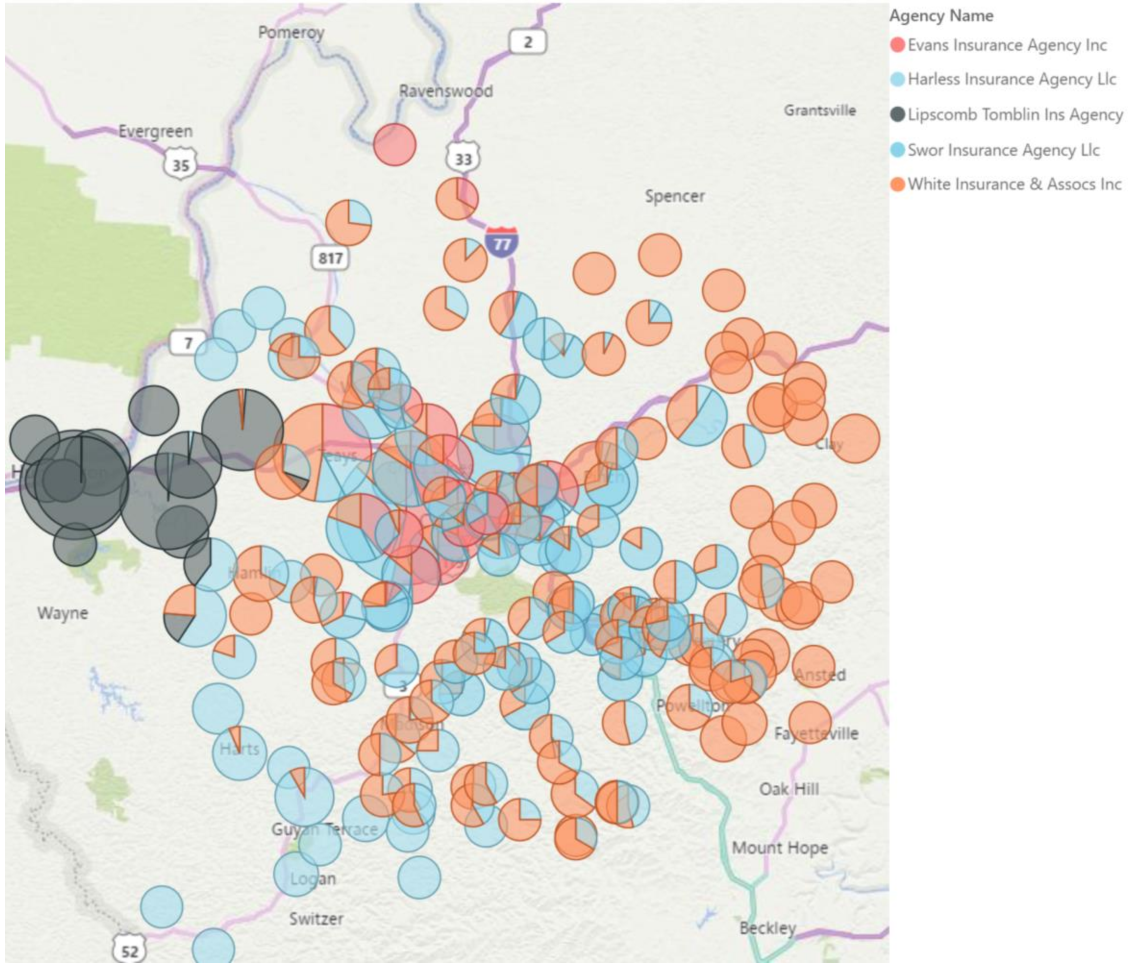
- Defining the Macro Segments
- Offering the tools/resources to help Advisors:
  - Define their micro-segments/niche
  - Optimize an in-bound marketing funnel to attract this niche (content / channels)

**Field Level**

| | | |
|---|---|---|
| **Advisor 1**<br>**Target Niche A** | **Advisor 2**<br>**Target Niche B** | **Advisor 3**<br>**Target Niche C** |
| **Advisor 4**<br>**Target Niche D** | **Advisor 5**<br>**Target Niche E** | **Advisor 6**<br>**Target Niche F** |

# The Alternative: Everyone fighting for the same audience

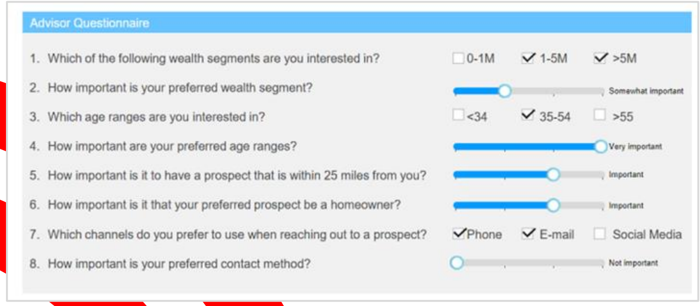


# How narrowly should we define our target?

**Marketing Efficiency**

**Service Excellence**



**Advisor Questionnaire**

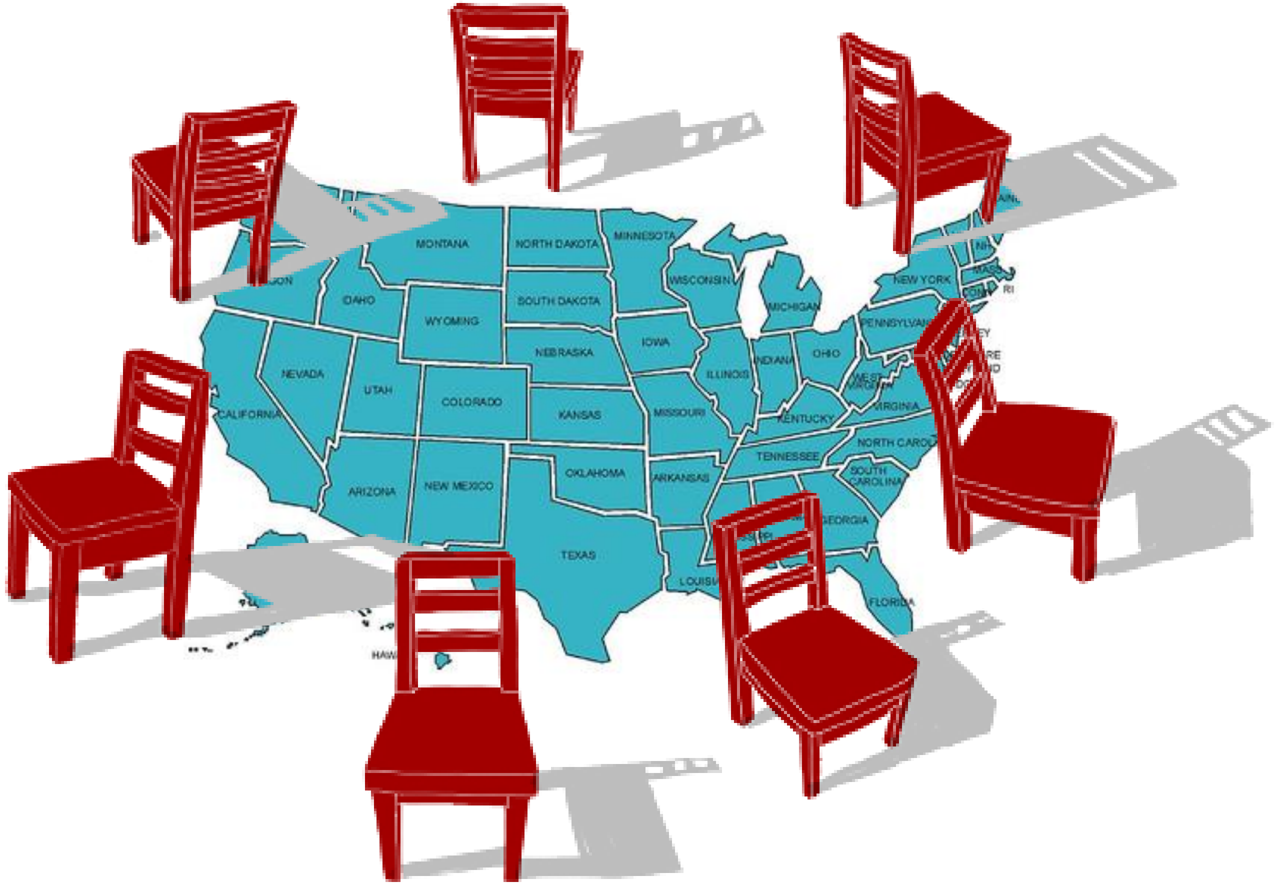
| | | | |
|---|---|---|---|
| 1. Which of the following wealth segments are you interested in? | ☐ 0-1M | ☑ 1-5M | ☑ >5M |
| 2. How important is your preferred wealth segment? | Somewhat important | | |
| 3. Which age ranges are you interested in? | ☐ <34 | ☑ 35-54 | ☐ >55 |
| 4. How important are your preferred age ranges? | Very important | | |
| 5. How important is it to have a prospect that is within 25 miles from you? | Important | | |
| 6. How important is it that your preferred prospect be a homeowner? | Important | | |
| 7. Which channels do you prefer to use when reaching out to a prospect? | ☑ Phone | ☑ E-mail | ☐ Social Media |
| 8. How important is your preferred contact method? | Not important | | |



# Like a game of musical chairs

For Advisors who struggle to define their target….fewer viable prospects will be available.

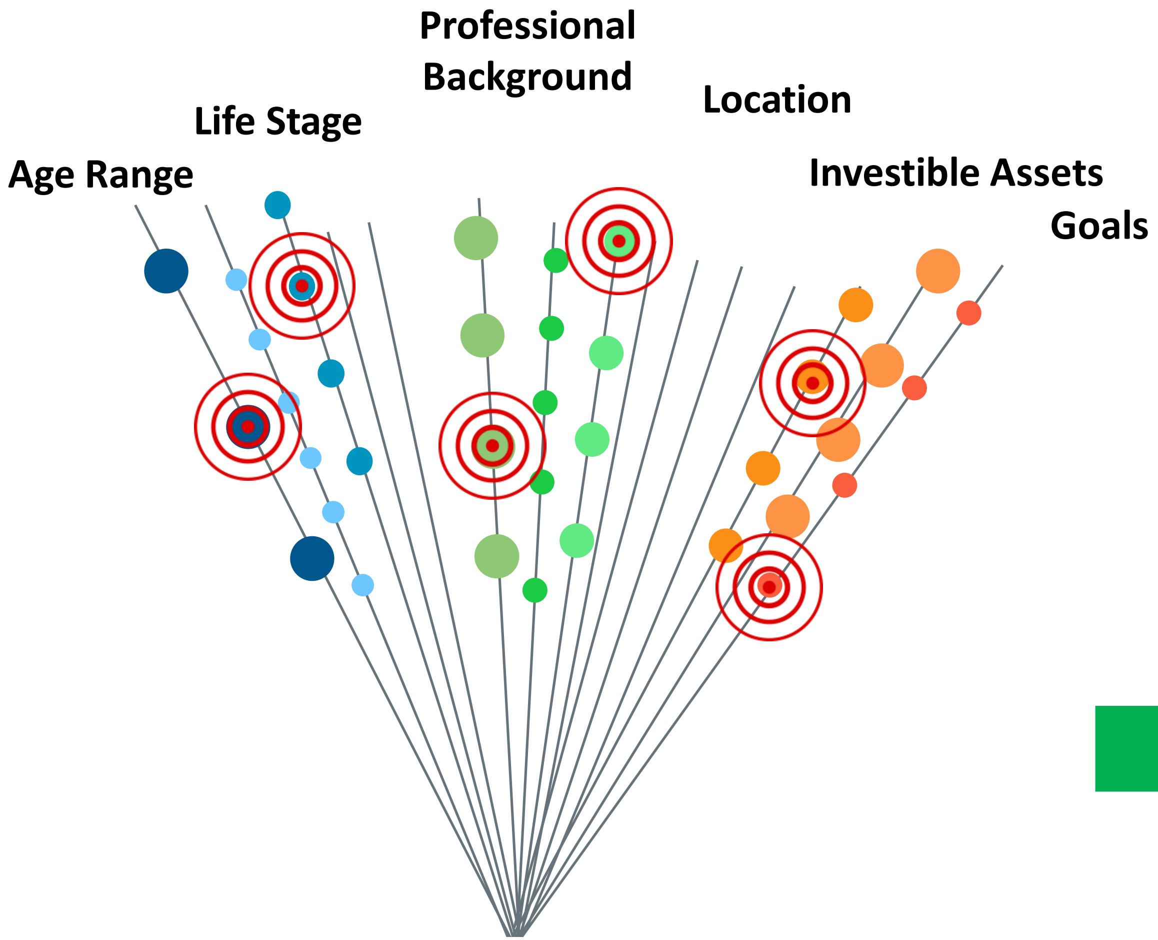




# Narrowcast In-bound Marketing for Wealth

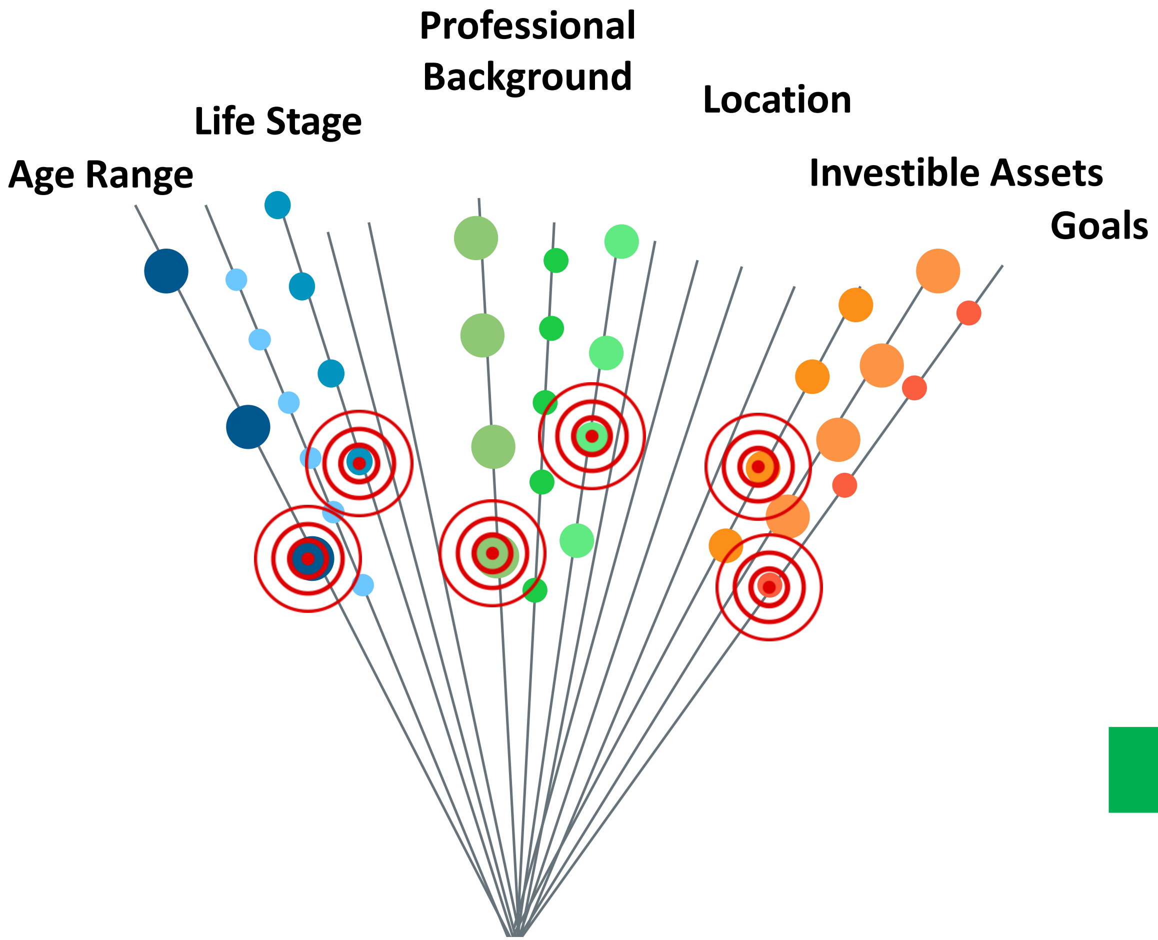
## Micro-Target Audience Example A




| Pre-retired, debt-free mass-affluent empty-nesters within 50 miles of branch | |
|---|---|
| **Age Range** | 55-62 |
| **Life Stage** | Pre-retiree (late-stage accumulation) |
| **Family** | Adult children |
| **Professional Background** | Business owners, executives, blue-collar savers |
| **Location** | 50 miles of zip code 00000 |
| **Near-term Goals** | Tax-efficient withdrawal planning, final accumulation |
| **Relevant Topics** | Topic A, Topic B, Topic C |
| **Est. Cost-Per-Lead** | Medium ($X-$Y) |

# Narrowcast In-bound Marketing for Wealth

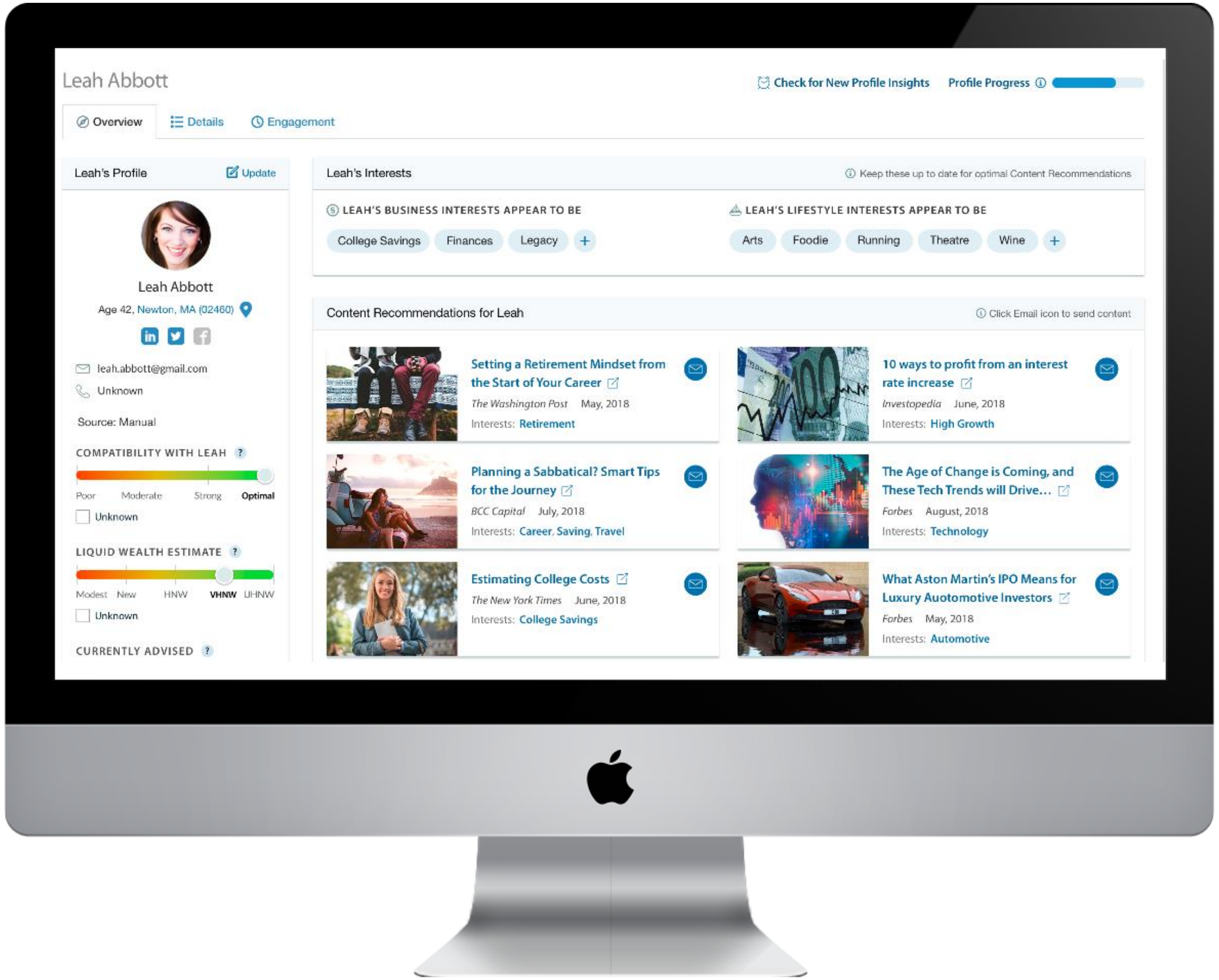
## Micro-Target Audience Example B




| | |
|---|---|
| | **High-earning, 30-something dentists within 100 miles of branch** |
| **Age Range** | 28-39 |
| **Life Stage** | Young Professional |
| **Family** | Single and/or Newlywed |
| **Professional Background** | Recent dental school grads, starting practice |
| **Location** | 100 miles of zip code 00000 |
| **Near-term Goals** | Debt Management, Early-stage investing, mortgage |
| **Relevant Topics** | Topic A, Topic B, Topic C |
| **Est. Cost-Per-Lead** | Med-High ($X-$Y) |

# **Smart Insights™**: Helping Advisors Maximize New Client Acquisition

**Smart Insights offers powerful insights that help Advisors engage and convert the right prospects.**




- Liquid net worth estimates
- Top-of-mind finance concerns
- Charitable and political contributions
- Key demographic details
- Compatibility with Advisor's optimal client target
- Business and Lifestyle interests
- One-to-one content recommendations for relevant outreach



# Broadridge Advisor Solutions

## MISSION STATEMENT

Deliver proven solutions to customers so that they can measurably grow their business and develop stronger relationships with customers and prospects

## Partnering with Leading Financial Services & Insurance Companies

Ameriprise Financial · AIG · Wells Fargo Advisors · Bank of America Merrill Lynch · Morgan Stanley · Northwestern Mutual · WisdomTree

LPL Financial · Raymond James · Cetera Financial Group · BancorpSouth · BBVA Compass · Rabobank · TD Bank

Allstate You're in good hands. · Erie Insurance · New York Life · Guardian · Grange Insurance · Voya Financial · AXA · Waddell & Reed · MassMutual Financial Group