

MARKETING JUST GOT EASIER
WITH THIS SIMPLE YET
ENGAGING WAY TO REACH
YOUR CLIENTS...



WHEN TODD DEMKO SELECTED

retirement planning and research content from LPL's Automated Campaign Tool (ACT), he scheduled them for delivery to his email distribution lists. A few months later, he had kind of forgotten about it—until he started receiving compliments on the content from clients.

"I didn't even realize I was marketing," says Todd, senior vice president at Flaharty Asset Management in Clearwater, Florida. "I didn't even realize it was still going out. That's how good it is."

Todd is one of the nearly 5,000 LPL advisors who have used ACT to stay in touch with clients, prospects, and retirement plan participants. This turnkey, automated marketing communications tool is available through Marketing On Demand, accessible from the Resource Center.

We recently asked several advisors to share their best practices, tips, and success stories so you can learn from their experience and insight. The biggest benefit they've found in these regular touchpoints is that they stay connected and top of mind, so when clients or prospects are poised to make financial decisions, the advisor is positioned as a familiar and trusted professional.

You can join these advisors in educating and engaging clients and prospects with professionally written content that can be scheduled for digital delivery through ACT. A campaign library within ACT supplies general educational and specific-solution information, LPL Research commentary and insight, timely financial topics, lifestyle and wellness tips, and birthday and holiday greetings. This content is preapproved by Compliance, and most of it is available at no cost.

MARKETING MADE SIMPLE

ACT is just one of the marketing resources available to help LPL advisors expand their reach—and it's one we continue to improve, based on input from users, to make doing business easier for you. Most recently, we've made it easier to manage contacts and build email lists based on contact data; added to the tool the most popular preapproved client and prospect letters from Marketing On Demand; and allowed advisors to email their own preapproved content.

Earlier in 2018, we relaunched ACT on a new platform with upgraded features and functionality to improve your experience, including a home page dashboard view, faster speed, and easier navigation. We also added these frequently requested features:

- ◆ **DBA EMAIL ADDRESSES:** Choose to send campaigns from either your DBA email address or your LPL email address.
- ◆ **INCREASED CONTACT LIMITS:** Upload or sync 1,500 contacts for free, with the option to purchase additional contact space for a monthly fee.
- ◆ **MARKETING PERSONAS:** Personalize your communications by sending campaigns as an individual or as a team.
- ◆ **DELEGATES:** Give another team member permission to build and launch campaigns on your behalf.

With continued input from advisors using ACT, we plan to regularly update and add to the tools and capabilities that help make engaging with clients and prospects easier and more effective for you. Advisors say they've noticed that the upgrades have made the tool faster and easier to use.

Eric Dean, a Certified Financial Planner at Risler Financial Management in Plymouth Meeting, Pennsylvania, says the increase in the number of free contacts was important for his firm because they have a large number of contacts in their Redtail client relationship management system. And he believes the ability to create five marketing personas will be useful in the future. "This can help us vary sources of information our clients are receiving," he says.

HOW WE'RE MAKING IT EASIER

WHILE ACT IS an effective and efficient way to deepen relationships, position yourself as a trusted source of information, and keep you top of mind with clients and prospects, advisors have found some challenges in using the tool, as well. That's why we're committed to hearing from you and implementing the changes and upgrades you need to run your practice more smoothly.

Some of the things advisors have asked for are a wider variety of greeting cards and the ability to more easily manipulate data and sort through response analytics. We're working on making improvements that will help.

If you have an idea for how we can improve the tool, contact the Marketing Solutions Center at (800) 877-7210 x6700, Option 1, Monday–Friday from 8 a.m.–7 p.m. ET, or email ask.marketing@lpl.com.

WHAT WORKS

So how can you put ACT to work for you? With a small investment of time, you can scale your marketing efforts to create regular touchpoints with a variety of content tailored to client and prospect segments.

"I first began using the ACT tool because I saw LPL offering it for the right price—free," says Peter Mullin of Mullin Wealth Management in Saint Cloud, Minnesota. "It became a natural portal to another subscription email system. Today I use both a subscription email service and ACT."

He adds, "ACT is different from a subscription email service because I can send clients the *Weekly Market Commentary* without much effort. Once I have assigned a client to receive the *Weekly Market Commentary*, the client can continue to receive it routinely. I don't need to check to see when it's published. I don't need to schedule email delivery in advance. Clients can continue to stay informed even when I'm out of the office. I maintain my client email list and ACT does the rest."

Lena Cazabat has found that birthday cards generate the most response.

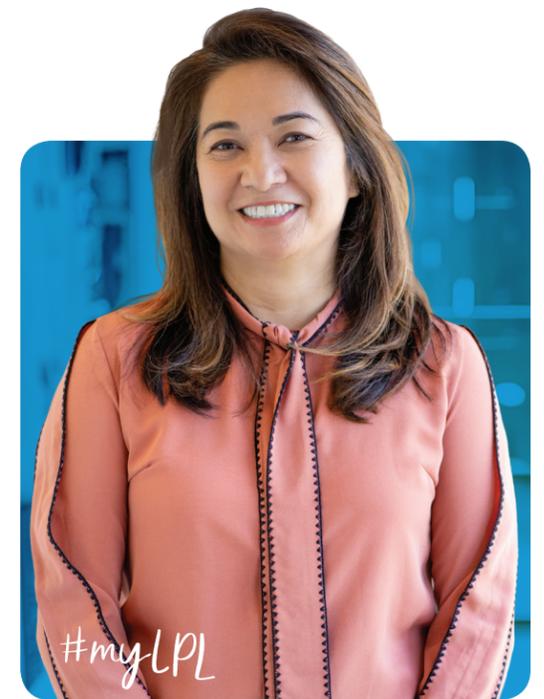
"A client I spoke to a few times, but who never went forward, responded to a 'happy birthday' email from ACT, and we started to set up his Individual(k) plan finally," says Lena, a Chartered Retirement Planning Counselor at Atlas Private Wealth Advisors in Matawan, New Jersey.

She also recommends sending weekly updates, and sending clients a timely email when there are substantial market events, "so they feel like you are on top of things." Lena credits her use of ACT with bringing to her practice four new clients with about \$500,000 in assets under management.

Several of the advisors we talked to said they can't put an exact number on the clients they attained through ACT, but they know the tool has yielded results.

"I have opened accounts because of the tool that I otherwise would not have, simply because the tool kept my name in front of the prospect," says Robert Templeton of Cornerstone Financial Management in Columbia, South Carolina. "I've had prospects as old as nine months who reached back out to me as a result of the tool and who have become clients. The average advisor will soon forget the prospect who didn't become a client. This tool helps the prospect to consistently be reminded of you. It's all about the timing."

Robert has found that educational, lifestyle, and event-driven content, such as tax or investment deadlines, has generated interest. "Clients find the information informative," he says.



DESIGN LETS PEOPLE KNOW WHO YOU ARE

■ **EVEN THOUGH** Terry Dorotheo (AVP, Media Design) is embarking on her 19th year with LPL, her enthusiasm for her work in marketing hasn't waned. "We have a great team, great people," she says. "And there's always something new to do and try. It's exciting. It keeps me busy."

Throughout her career, Terry has watched how the LPL brand has evolved, first with a very traditional approach to now incorporating modern design elements. "We're going to a very clean look and using photography that is more diverse that represents our audience. We've been hearing and reacting to feedback," she says. "Design is important because it lets people know who you are. It says so much about your brand."

In addition to overseeing a group of art directors and helping manage a variety of marketing projects, Terry has also entered the world of video production, bringing concepts to life with art directors, animators, scriptwriters, and production crews. "Putting all that together is really exciting. It's a new skill for me. When LPL knows you can do the work, especially in marketing, they will give you more opportunities, and I am excited to get to do this."

Away from her LPL family, Terry enjoys hiking with her dog, Bobo, and gardening; and after 19 years, she looks forward to coming to work. "Every year, there are new and bigger things to try. That makes a big difference."

ARE YOU READY TO GET IN ON THE ACT?

WE RECOMMEND following these steps to ensure the easiest and most effective implementation of ACT into your marketing efforts. Because most campaigns must be restarted each year, we'd recommend setting up your campaign in January 2019 if you're new to ACT. Most currently running campaigns stop at the end of 2018.

1 WATCH videos that walk you through the features available in ACT. Find them on the Resource Center | Your Business | Marketing | Marketing On Demand.

2 READ the ACT Campaign Guide for detailed information on the campaign offerings. Find it on the Resource Center | Your Business | Marketing | Marketing On Demand.

3 GET a high-level overview of what you can do with the tool: Contact the Marketing Solutions Center at (800) 877-7210 x6700, Option 1, Monday–Friday from 8 a.m.–7 p.m. ET, or email ask.marketing@lpl.com.

4 VISIT Advisor University on the Resource Center for upcoming LPL Marketing Resources Overview webinars, or replay a previous one.

5 ASK specific technical questions, by contacting the Marketing On Demand Support Team at (866) 826-1120 or emailing support@lplmod.com.

For an interactive guide to all of LPL's marketing resources and tools, including best practices and next steps, go to www.lplmag.com/mktguide.

WHAT TO AVOID

The advisors and LPL's Marketing team also shared takeaways on important things to avoid. They agree that segmenting your contacts by demographics or interests is a crucial step before adding them to the tool. Peter says that when he began using ACT, he added all of his clients to each campaign. After asking some of them what they thought of the content, "I refined and personalized who was receiving what," he says.

"Importantly, I am selective with what clients I'm sending information to. I value my clients' attention above all else when it comes to marketing. So I try to ask, 'Is this adding value? How?' I refrain from sending this quantity of what I call 'industry fluff' to their inbox. I want clients to learn that the information they receive from me is valuable, informative, and reliable. Some of the turnkey content ACT offers meets these standards," Peter says.

Another piece of advice they give is to not give up too soon. Marketing takes time to help convert prospects into clients. And sometimes it's a matter of trying different approaches until you find the right content for the right people at the right time. "Not everyone we talk with will instantaneously become our clients," says Robert. "Sometimes the timing isn't right for them."

But by continuing to keep your practice in front of them, you'll be there when the time is right. 📧

DO YOU HAVE A SUCCESS STORY TO SHARE?

Let us know how you've used a tool, service, or program to generate growth, improve efficiency, better serve clients, or attract prospects. Email Editorial.Mailbox@lpl.com.

TAKEAWAYS FROM ADVISORS WHO USE ACT



SEGMENT CLIENTS AND PROSPECTS USING ESTABLISHED AUDIENCES

My clients are segmented as baby boomers, millennials, and gen X. I separate my campaigns by these three categories, then I select from the ACT marketing tool the campaign directed toward these. Each has shown some level of success, especially when it puts my name in front of a prospect who otherwise would have been forgotten within my database. Know your database, identify what prompts clients and prospects to action, and marry a campaign with those two.

♦ *Robert Templeton, Cornerstone Financial Management // Columbia, South Carolina*

KNOW YOUR AUDIENCE AND MONITOR WHAT PROMPTS THEM TO ACTION

Be specific and focused when considering what your client audience wants to receive. Be sure to ask the client if they would like to receive the information. Ask clients if they are reading the latest emails you send. It provides a talking point and also allows you to keep in touch with their preferences. Start small. Establish one campaign first and observe how clients respond.

♦ *Peter Mullin, Mullin Wealth Management // Saint Cloud, Minnesota*



POSITION YOURSELF FOR WHEN CLIENTS AND PROSPECTS ARE READY TO ACT

It's an easy way to connect with them. It makes them think about their retirement and retirement planning, and good strategies for a better retirement. Maybe they're not reading it line by line, but it makes them think about it, and when something pops up, they're more aware of me.

♦ *Todd Demko, Flaharty Asset Management // Clearwater, Florida*

DEEPEN RELATIONSHIPS

I send all my clients weekly market updates, birthday and holiday cards. They absolutely work. I get a lot of "thank you" emails for the birthday cards, and sometimes the email will come along with a "Let's meet" or "I gave your info to a friend." It is also helpful with clients who are hard to get in touch with. Sometimes they will see the email and remember they owe me paperwork or a phone call.

♦ *Lena Cazabat, Atlas Private Wealth Advisors // Matawan, New Jersey*



POSITION YOURSELF AS A TRUSTED SOURCE OF INFORMATION

It's another way to automate your marketing and stay top of mind with prospects. I like the *Weekly Economic Commentary* because it has a macro view. I like the monthly campaigns for millennials and building families. I send these to prospects who fit into those groups to stay in front of them. I sent an email campaign discussing the rise of the fee-based advisor. A prospect responded, we set a time for a call, and they became a financial planning client.

♦ *Eric Dean, Risler Financial Management // Plymouth Meeting, Pennsylvania*