

Marketing the RIA

3 Methods To Reach More Ideal Clients

Presented by



**HUGHES
INTEGRATED**

Marketing is Relationship.

**People do business with those
they know, like and trust.**

3 Ways to Reach More Clients

1. Clarify your Message



2. Stages & Events



3. SEO-Rich Content

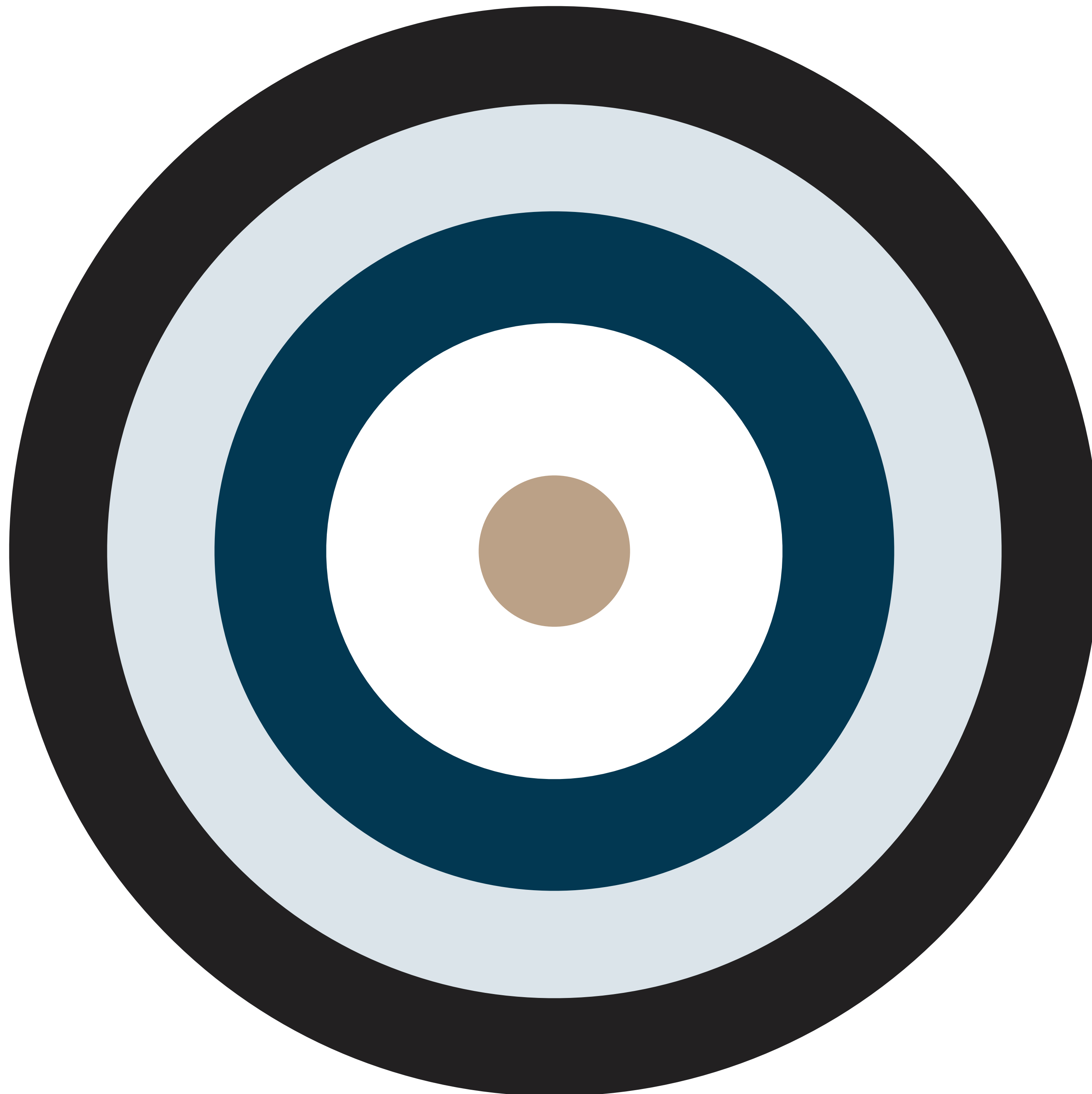


**Reach
More
Clients**

1

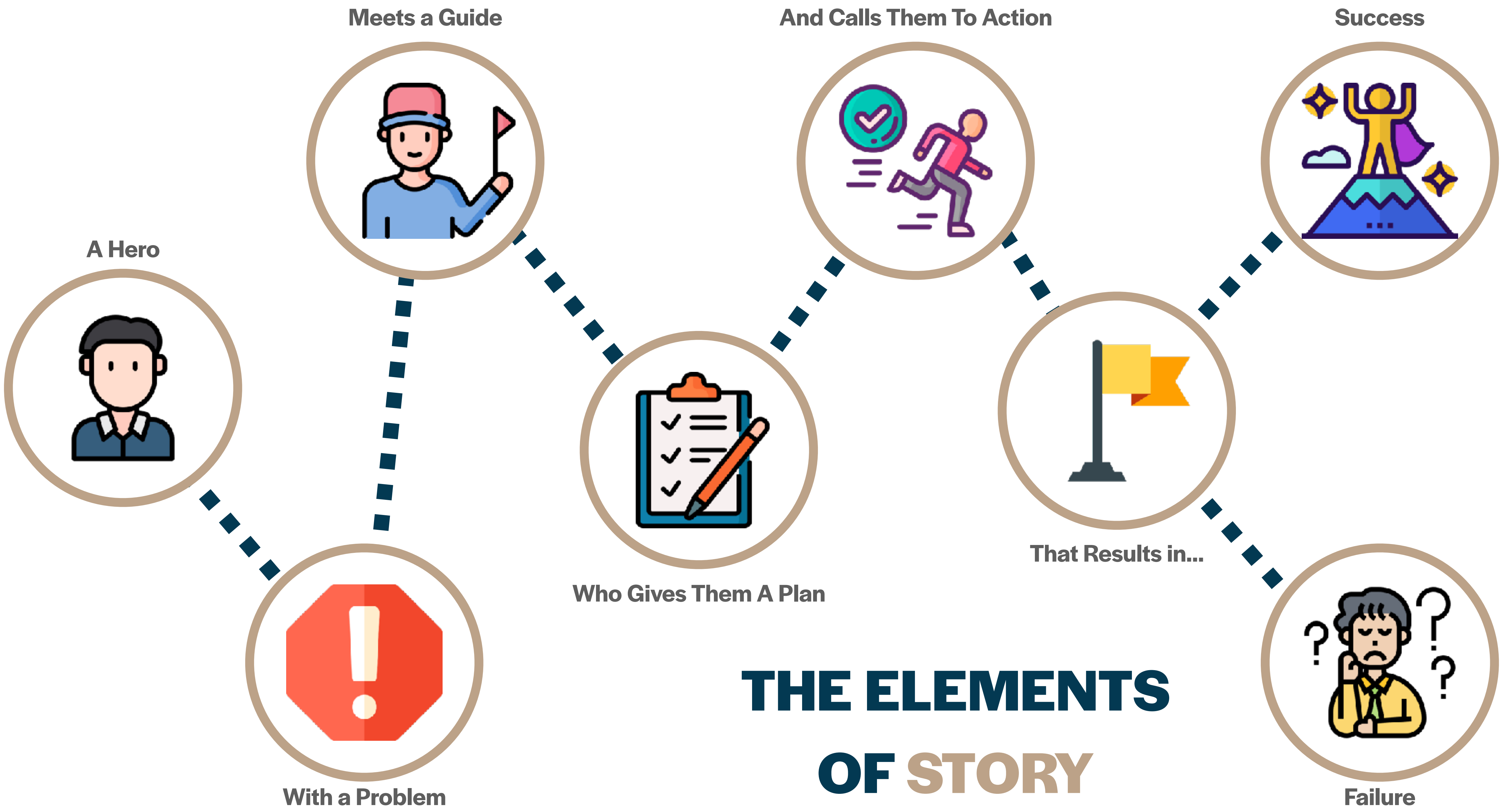
**Clarify your
Message**

TARGET
CLIENT



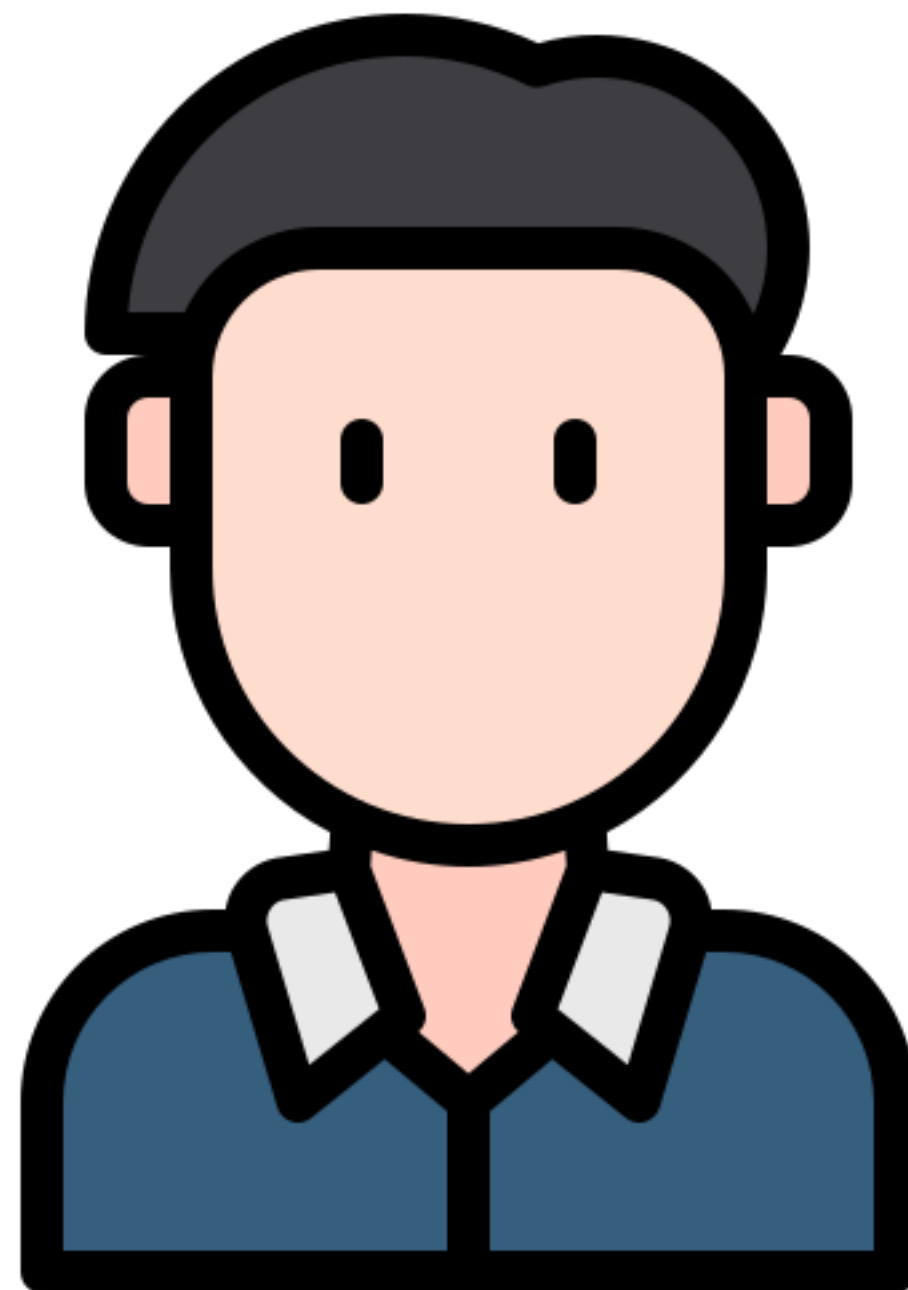


INVITE CLIENTS INTO A STORY



THE ELEMENTS OF STORY

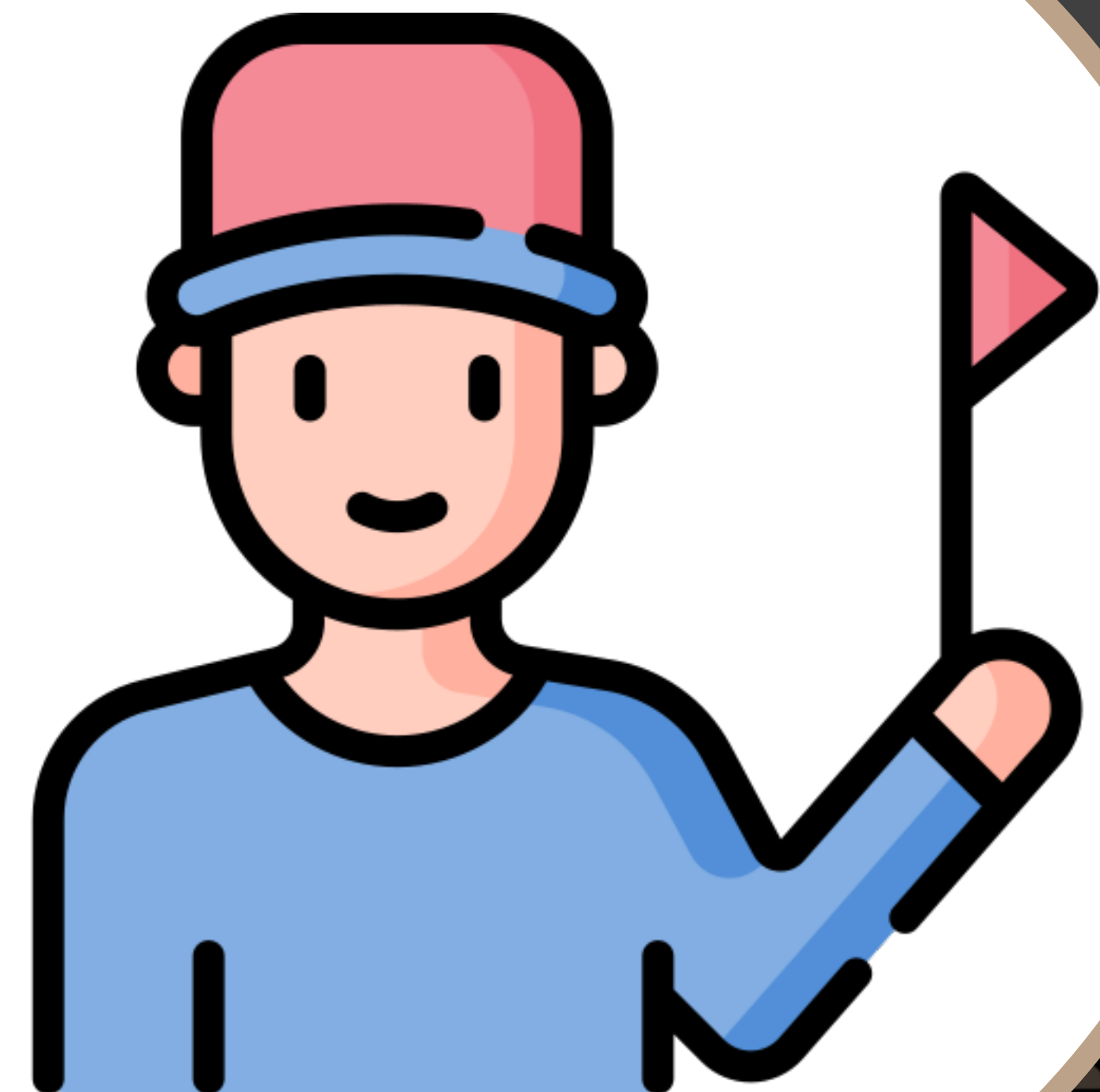
HERO



With a Problem

And Calls Them To Action

GUIDE



Gives Them A Plan

THE ELEMENTS OF STORY

Success



Failure





**Clients aren't looking for
another HERO.**

They're looking for a GUIDE.

The problem is their story.

THE ART OF THE ONE-LINER

PROBLEM



SOLUTION



SUCCESS



**Reach
More
Clients**

1

**Clarify your
Message**



Reach More Clients 2

Stages & Events



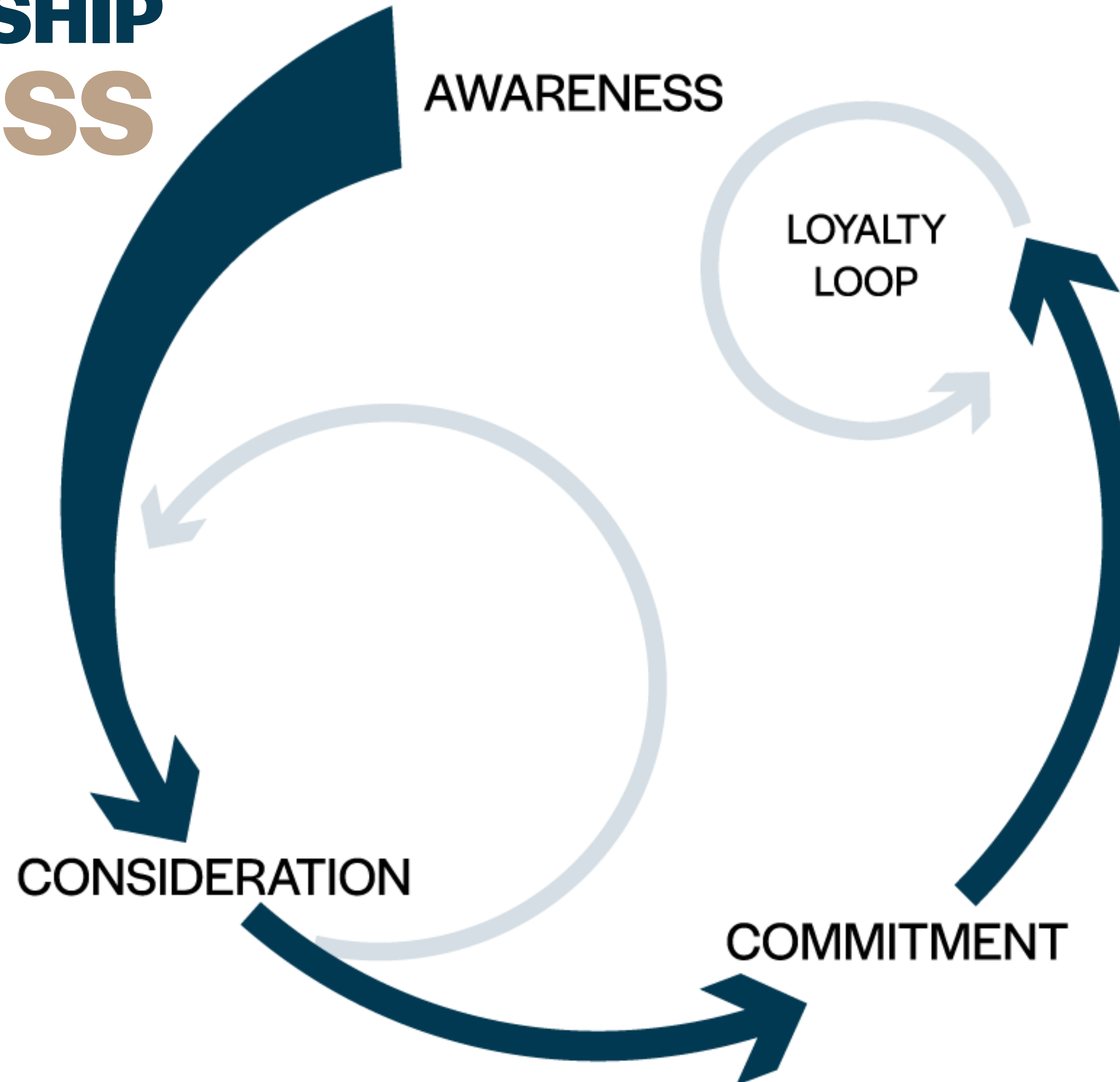
Your Stage.

Other's Stage.



- 1. Clarify Your Message**
- 2. Design Your Talk** (30, 60, 90 minute)
- 3. Build a Speaker Kit**

RELATIONSHIP PROCESS



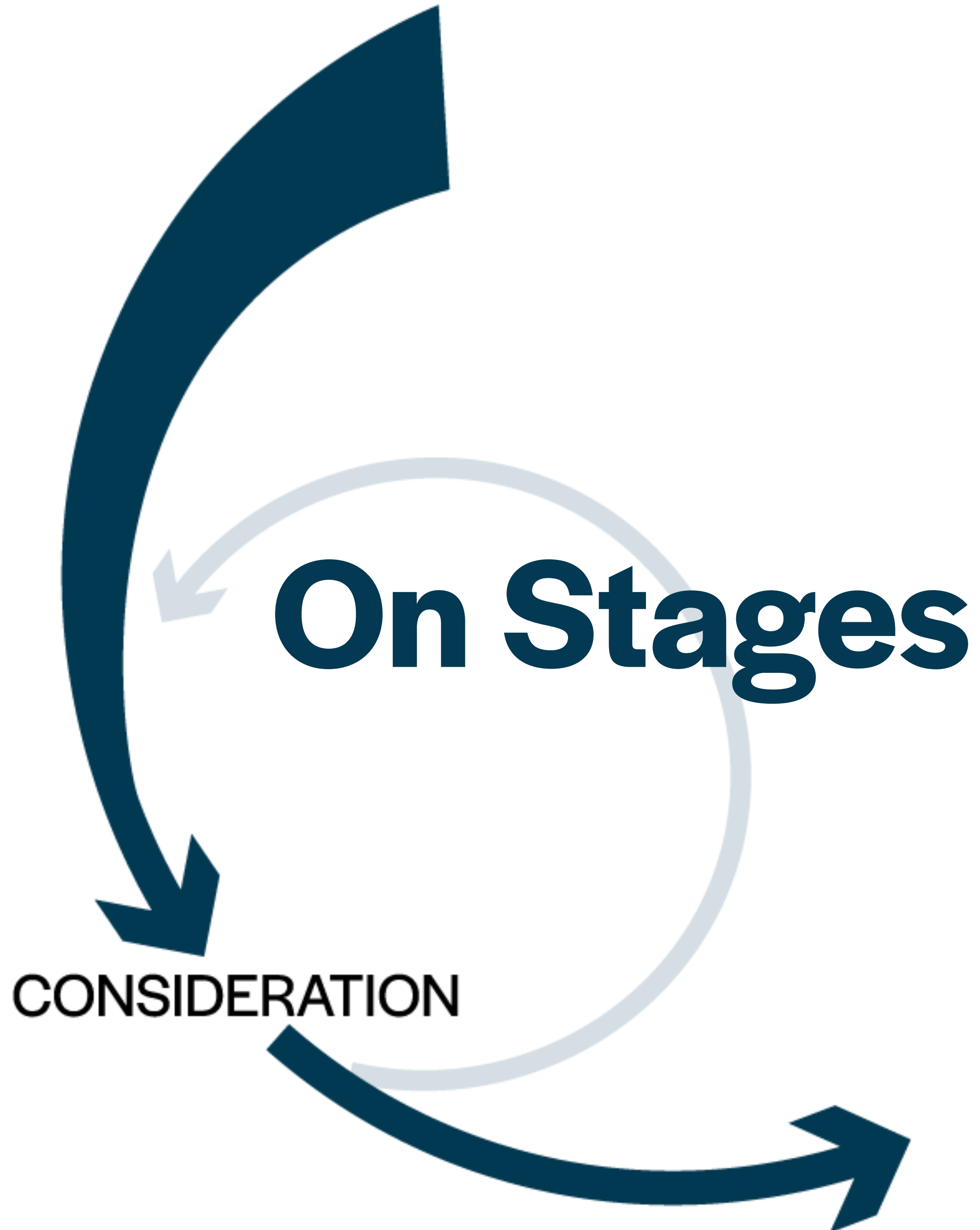
Disclaimer.

AWARENESS



New Audience
<i>Guesting on Podcasts, Radio Shows</i>
<i>Give talks at events (Industry Associations - National, Regional, Local)</i>
<i>Client Office Lunch & Learns</i>
<i>YouTube w/ SEO Optimized Titles & Descriptions</i>
<i>Dinner Seminars</i>

CONSIDERATION



Existing Audience

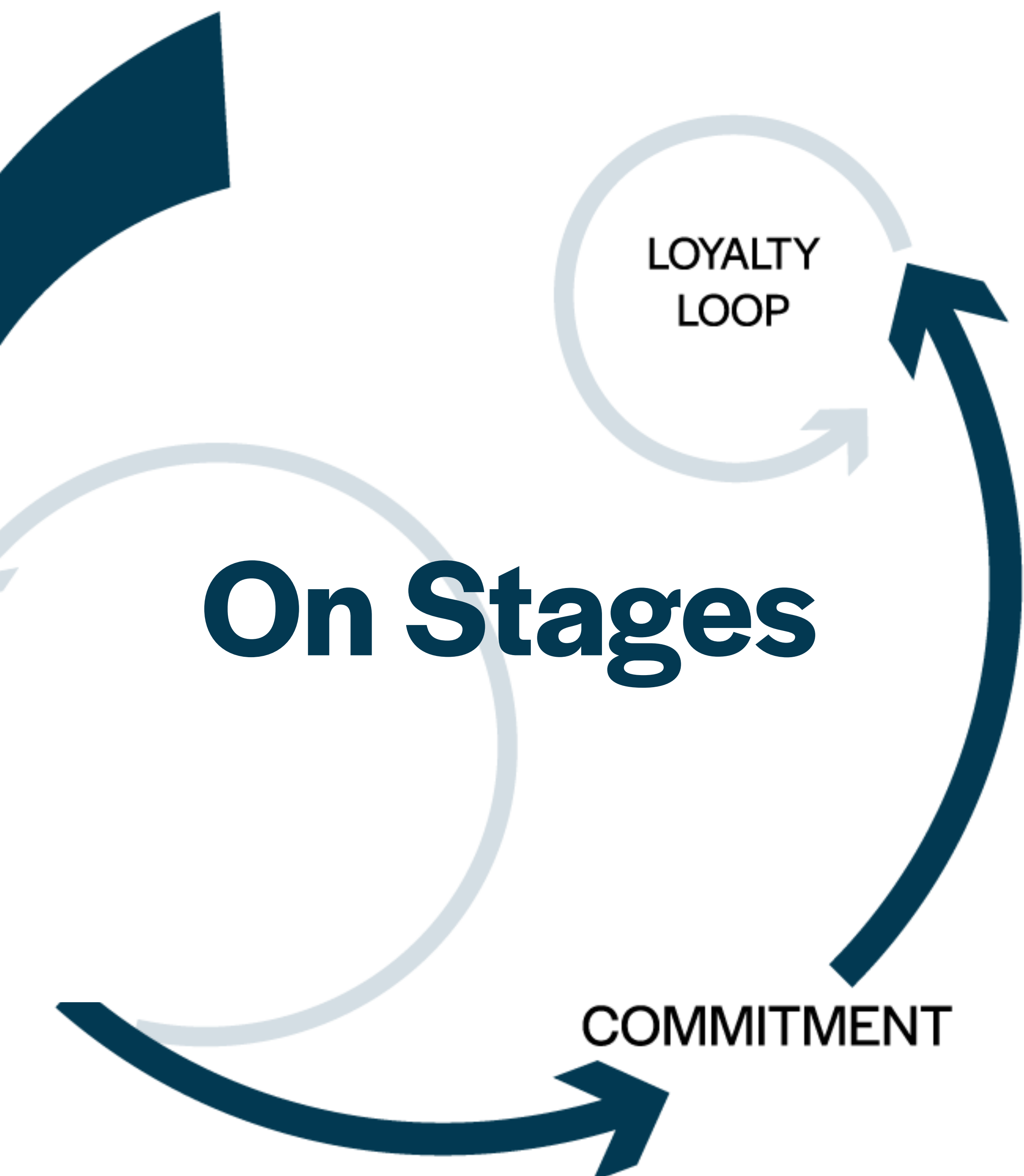
Hosting Podcast or Radio Show

*YouTube Channel w/
Educational Content*

Social Media w/ Original Content

*Give Talks at Chamber of Commerce,
Membership Groups, Associations*

COMMITMENT & LOYALTY



Prompt Conversations
<i>(Co) Host workshops & educational events</i>
<i>Webinars, Evergreen content</i>
<i>Client Appreciation Events</i>
<i>Client Retirement Graduation Event!</i>

**Reach
More
Clients**

2

**Stages &
Events**

**Reach
More
Clients**

3

**SEO-Rich
Content**

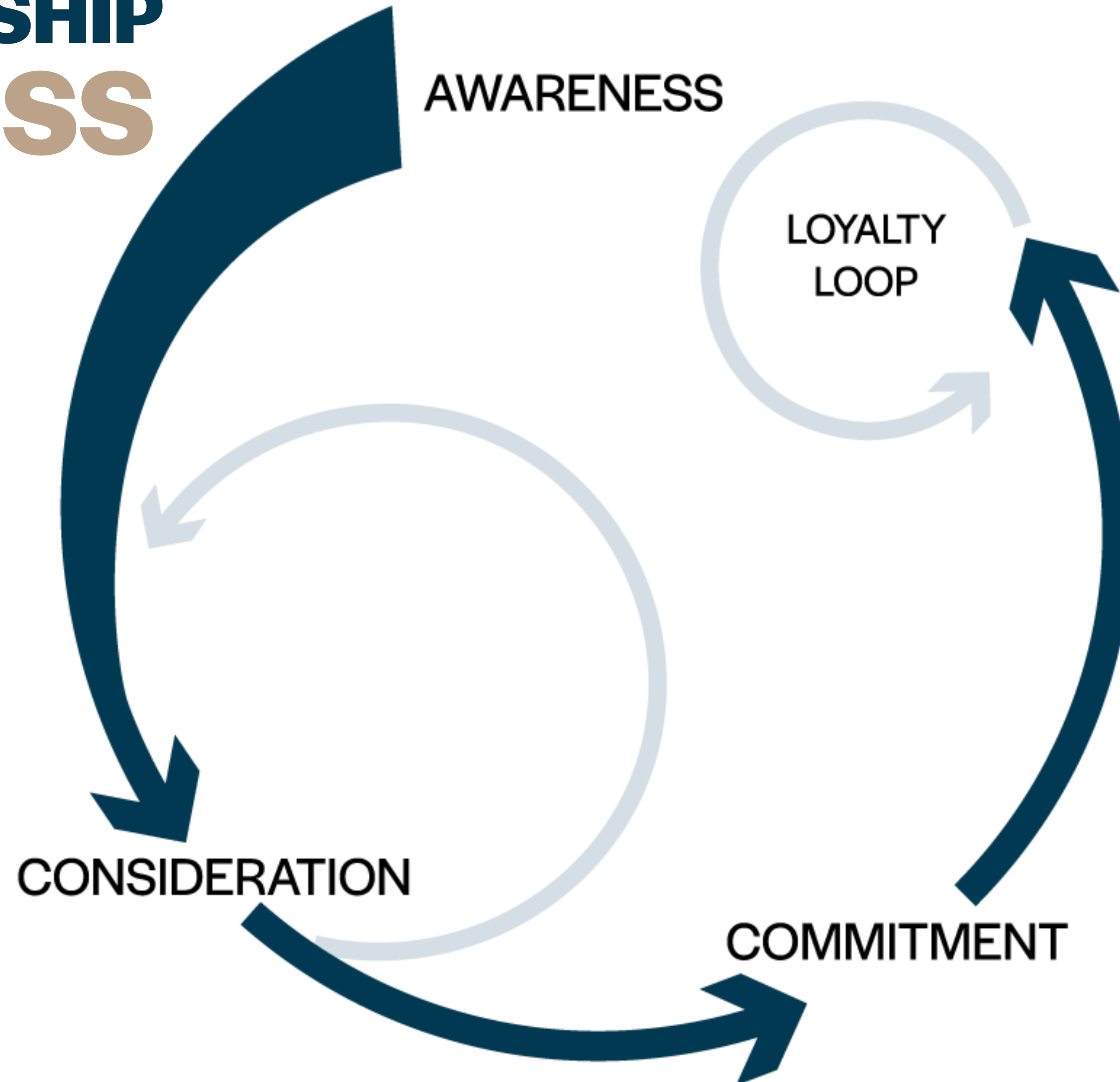
Search Engine Optimization:

Help your website rank higher on a search engine results page so that you receive more qualified traffic.

Answer Engine Optimization:

Help your website be visible to AI chat bots so that you are included in answers.

RELATIONSHIP PROCESS



AWARENESS

AWARENESS

Goal: Visibility, Attention, Curiosity

- **Website w/ Search Engine Optimization**
 - Audience Pages
 - Service Pages
 - Location Pages
- **Google Business Profile w/ Products Listed**
- **Google Map Deck Optimization**
- **Speaker Page** with SEO run for topic descriptions and audiences you speak to



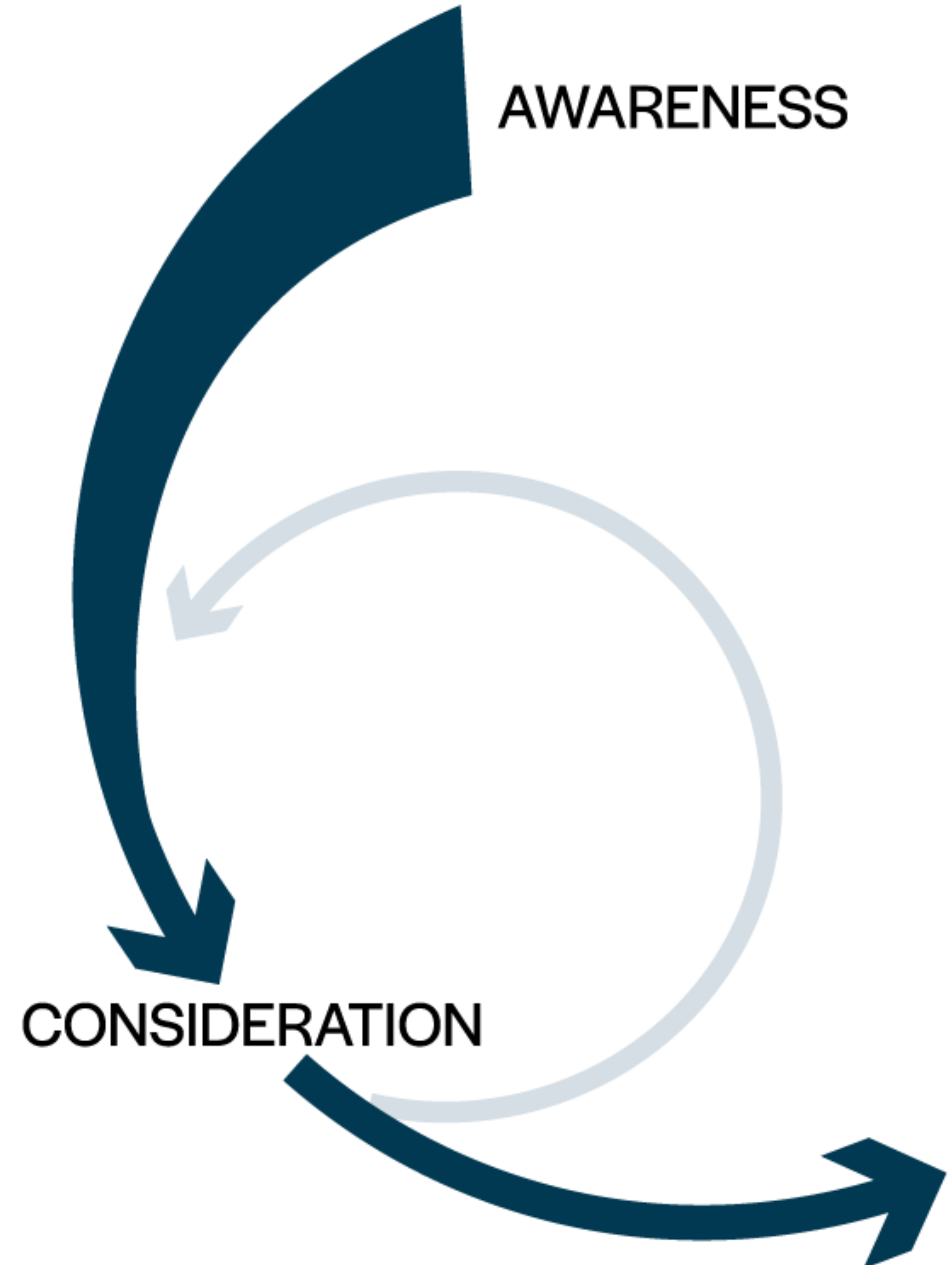
AWARENESS

CONSIDERATION

CONSIDERATION

Goal: Educate, Help, Build Trust

- **SEO-Rich original content**
 - ▶ 52 Questions —> Articles, Posts
 - ▶ FAQ & Video FAQ
 - ▶ Versus & Comparison Blogs
- **YouTube videos** - Titles & Descriptions
- **Dedicated landing pages** to lead sources (SmartVestor Pro, CKA “near me,” others)
- **Email campaign to nurture list w/ content**

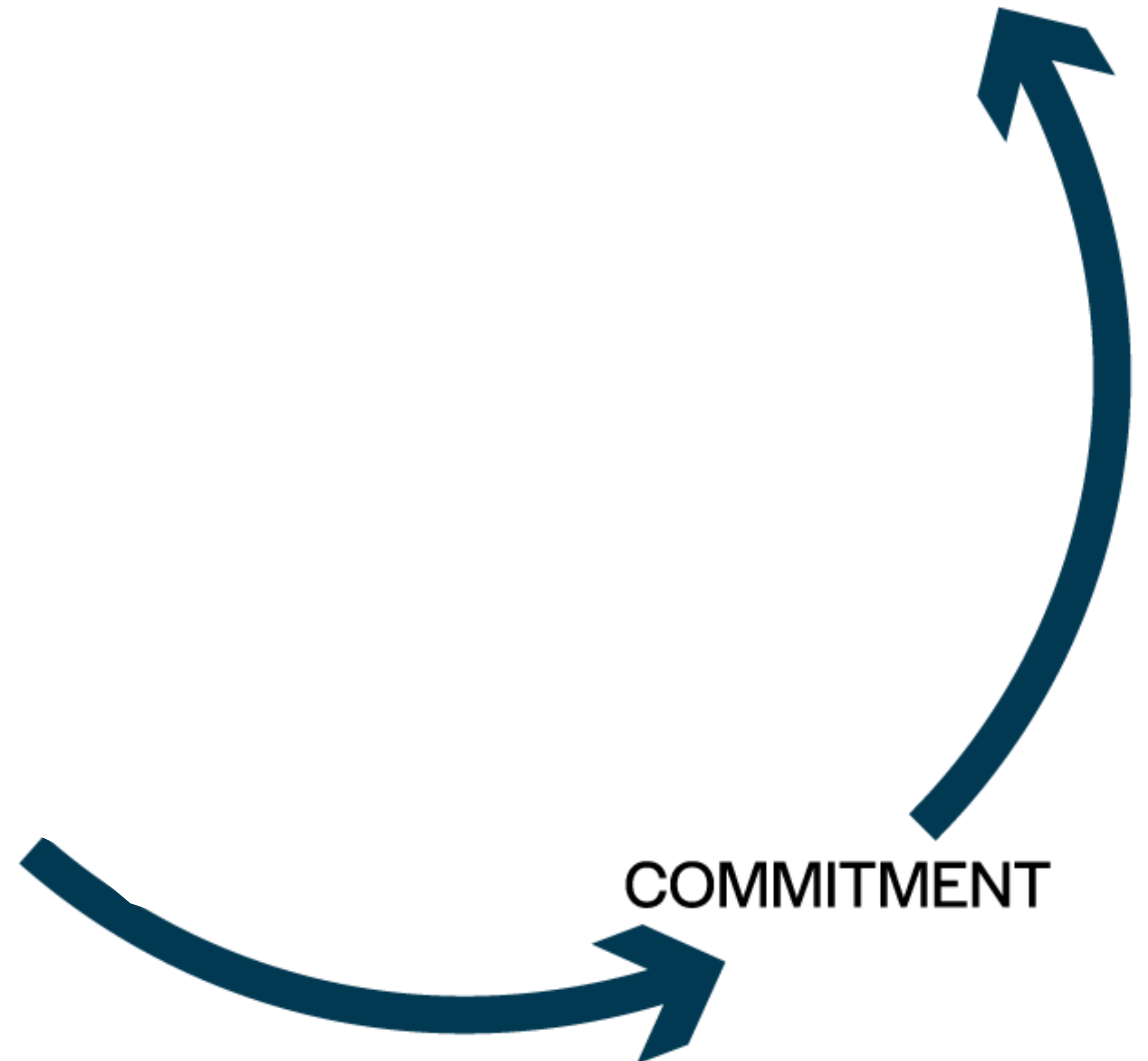


COMMITMENT

COMMITMENT

Goal: Make a Decision, Collect Email, Book/Buy

- **Landing pages offering access to resource in exchange for email address:**
 - ▶ How to Retire Workbook
 - ▶ 15 Ways to Finance College
 - ▶ 3 Ideas to Increase EBIDTA pre-sale
- **Previous recorded webinars or seminars**
- **Sales email automations**



**Reach
More
Clients**

3

**SEO-Rich
Content**

3 Ways to Reach More Clients

1. Clarify your Message



2. Stages & Events



3. SEO-Rich Content



Marketing is Relationship.

NEXT STEPS

1

Do Nothing.

2

Do It Yourself.

3

Let us Help.



WANT TO CHAT?

← **Schedule a call!**

