



# 9 ELEMENTS you need to address

If you want your digital presence to attract clients and set your firm up for success

## Know who you're helping

Do you know who you want to attract? More than just the demographics. Do you know your prospect's likes, fears, pain points, values and goals? Do you know where they look to find you?

The more personality and individuality you put into this the better you will be able to attract the prospects with those qualities and know what they are looking for before they find you.

## Your "customer journey" feels natural

Can you describe how someone goes from not knowing you to starting to get to know what you about to being an informed prospect that looks to you when its their "time of need"?

If you do this well you will have someone who looks to you as their resource and will be an avid brand advocate.

## You have a "Value First" philosophy

People are far too overstimulated and get way too much email. You have to "buy" your way into someone's inbox. In order to stand out you have to provide value that improves their life from the start to be remembered.

How do you earn access into their inbox and have them excited to open your emails? Provide value to your listeners, followers prospects and clients. What can you say or tell them that will be so valuable that they WANT you in their inbox?

## You use each of the "social voices"

You know that you're supposed to post status updates, but what type of updates do you post to build your online reputation?

Do network with influencers in your area? Do you share valuable content? Do you listen to what people say about you? Do you do "social selling?"

*What you want:*

3-4 concise personalities of your ideal clients. They are the cornerstone helping you create a nuanced, natural and effective online reputation that builds your business.

*What you want:*

It feels like a natural conversation as they begin their customer journey. No "gaps" where you lose or confuse followers.

*What you want:*

It a "no brainer" for your prospect to want to give you their email.

Don't write a book (literally).

Provide value in 5-10 minutes.

*What you want:*

Influencers respect your opinion and give you authority. Followers learn from you. Followers felt heard as they interact with you and choose to buy when ready.

## Hub and Spoke approach

Make sure to cross link all of your social profiles to your website. Your LinkedIn, Twitter and even Facebook profile should have links so it's easy for someone to get to your website.

There should be a clear path for people to come to the center of your online reputation from any of your social properties.

## Invite them to learn more

When someone comes to your website, engage them. Your prospects are coming to you because they have a need. Demonstrate how you will solve that need. More than just providing some type information that will help, you are asking the prospect to take another step down the path by learning from you.

## Speak to both prospects and clients

Digital Marketing gives you leverage. Use these tools to speak to both your prospects as well as paying clients. By speaking to both of these groups specifically your content marketing will support your relationships. Integrate client portals, session recorders and use other tech tools to gain insight about the people visiting your website.

Automate some, but not all, of the conversation.

## Share the "link juice" and be "responsive"

Yes, that's the technical term. Post any mentions of you or people from your firm in the press. Link to your influencers. Comment on other's content. Collaborating with other thought leaders allows the search engines and your prospect to learn about you.

The search engines will give you a "black mark" if your website isn't "responsive" which is a way of programming so a website looks good on phones, laptops and large screens.

## Optimized for people and google

In order to be found "organically" in the search engines they need to know that you are the right result to give your client. Google can't look at a picture or listen to a soundbite. You have to use words to let them know what's there.

People, however, need to have a natural experience that is similar to the conversations you have with people in the "real world." Often they want to engage using pictures or video.

*What you want:*

People engaging with you on social media can readily figure out what you're about and if they want to work with you

*What you want:*

It is a natural transition at each stage in the journey. It is easy, natural and desirable to learn more. People self select how they want to be helped.

*What you want:*

Prospects know, like and trust you before they even come into the office.

Clients are kept up to on important news date and they feel like they know you.

*What you want:*

Your website to look great whether someone is looking at your site on a mobile phone, laptop or large desktop monitor

*What you want:*

People become raving fans of you and your work AND you have good SEO that supports your great

### Overview of the Online Reputation Management | ELEMENTS

Digital Marketing 4FP is a digital marketing leader in the financial planning community. Strong knowledge of regulatory requirements and industry trends and how they intersect with the newest best practices to help Registered Investment Advisors increase their AUM and number of clients.

