

Have you ever wondered, how the top producing financial advisors generate more leads? Where do they invest their marketing dollars? And what do they do differently?

7 SURPRISINGLY SIMPLE MARKETING LESSONS FROM TOP PRODUCING ADVISORS

BY JOE BAYLISS

Over the past 6+ years, I've worked with hundreds of independent financial advisors to help them generate more leads primarily through radio and television. And I've seen it all. One thing's for sure ... the top advisors didn't get there by accident. Below are 7 Simple Marketing Lessons that you can take to the bank...

1. They Track Their Results

Getting leads is one thing. But knowing exactly where those leads came from is another. Tracking your leads helps you make smarter marketing decisions. Each month and each year that passes, your marketing budget become more cost-efficient. You're doing more, with less. The top advisors know what their ROI is on every marketing dollar the invest ... to the penny. It's not a one in a while thing. They track their investment every week; every month; and every year. And when something gets off track, they're on top of it.

2. They Reinvest In What Works

This goes hand in hand with tracking your results. When you track your results, you actually see what's working, and what's not working. You make adjustments. You drop what's not working. And you invest more money in the things that are generating leads. Essentially, you're doubling down on the stuff that you already know that's working. It's a no-brainer.

3. They Have a Lead Conversion Strategy

I can't count the number of times when we've generated dozens, if not hundreds of leads for an advisor. But there are no systems, or processes to convert those leads on the back end. In the end, the campaign fails. All of those leads are wasted. All of the time and money goes up in smoke. The top advisors know exactly what happens when a lead comes in. Each potential new customer is handled with kid gloves. There are systems and processes in place to convert leads before the campaign starts.

4. There's No Magic Pill

Generating leads is a lot like losing weight. If you want to lose the weight and keep it off, you need to do the hard work. You need to eat right and exercise every day. It's hard work. It takes time. (But once you get some momentum, lookout). There's no magic pill. We've worked with our fair share of advisors who want to oversimplify the process. "Just use what works in your other markets." "Make it rain." The top advisors know that there are no shortcuts.

5. They Don't Make Kneejerk Marketing Decisions

It happens to the best of us. You go to a conference and some advisor talks about his “amazing” results using this platform or that message. You’re convinced this is the secret sauce for you. And as soon as you return you’re darting in a new direction. Here’s the truth ... sometimes you can duplicate success in another market. But more often than not, what works for the advisor in Phoenix won’t necessarily work for you. Every market is unique. The most successful advisors don’t overreact to every new idea they hear.

6. They Have a Unique Voice

I don’t want this to be self-serving. Because a big part of what we do is write market-exclusive radio and tv content financial advisors. But let’s face it, you’re in one of the most competitive categories there are. And most advisors are spewing the same crap over and over again. There is nothing unique about it. If you want to rise above the noise and have a message that cuts through the clutter, you need to invest in your message. Otherwise, you’re wasting time and tens of thousands of dollars. The top advisors make an investment in having that unique voice. This is what gives them the competitive edge.

7. They're Actively Engaged

The top advisors recognize that marketing is the engine that drives their business. It’s a priority, not a necessity. They’re paying attention. They take the time to prepare for their shows or interviews. They’re updating their weekly promotional announcements. They’re testing new calls to action. And they make adjustments when things aren’t working. And finally, they consistently test new ideas to generate leads. If you want to generate more leads, you need to be actively engaged in the marketing process every week.

Summary: As you look over this list, I don’t think any of it is brain surgery, right? It’s all common-sense stuff. But the top advisors are taking their marketing one step further than the vast majority of advisors. And that extra step is what helps them generate more leads, and get the upper hand on the competition. What could you be doing better with your marketing today? And what are the actionable steps to make it happen?



Joe Bayliss managed and owned radio stations for nearly 30 years. He oversaw over \$1 billion in radio advertising negotiations and campaigns. For the past 6+ years he has leveraged that experience to help financial advisors generate more leads through radio and television.

Learn more at FinancialMarketingPros.com

**Get The Upper Hand
On Your Competition**

 **THE LEAD LETTER**

Every week we reveal the *inside secrets* on how to generate more leads through radio and television in the Lead Letter. To learn more, click or visit FinancialMarketingPros.com

LEARN MORE