

CLIENTWISE LEARNING TOOLS



11 Tips for Financial Advisors Exploring Social Media™



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The Professional Advisory Model™

Seven key categories focused on leadership, growth and innovation:

Organizing Priorities

Client Engagement Model™

The Client Acquisition Strategy™

Marketing Approach

Team Development

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Business & Operations Management

Learn how to become a ClientWise client:

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ClientWise Tips for Financial Advisors Focused on Sustainable Results

ClientWise is a full-service executive coaching and consulting firm focused exclusively on financial professionals. Throughout the six years since the company was founded, we have done ongoing research that has been instrumental in creating and updating our proprietary model for financial advisory practices, [The Professional Advisory Model™ \(PAM™\)](#).

We've interviewed thousands of financial advisors and Registered Investment Advisors with a minimum of 10 years of service, \$250,000 in assets under management and \$3 million or more in production per year to collect the data used to construct this model. The PAM™ breaks down a financial advisory practice into seven key categories focused on leadership, growth and innovation.

We've also drawn on phone and face-to-face interviews with high performing financial advisory teams—which overall constitute a statistically valid sample—to build the [Benchmark Assessment Report™ \(BAR™\)](#), our proprietary practice evaluation tool. Every year, we continue to survey thousands of advisors to refine the BAR™ to render it even more useful to high performing financial advisors who wish to build an efficient, effective wealth management team.

Our coaching and consulting services include one-on-one coaching engagements, coaching for wealth management teams, the BAR™, customized 360 evaluations and hundreds of tools, reports, white papers and booklets on all aspects of financial advisory practice management and leadership. We've coached, led workshops and created programs for major broker dealers, independent registered investment advisors, leading insurance companies and other financial services companies.

Use our social media tools and the expertise of your coach to figure out how best to integrate social media marketing into your wealth management practice

Become a ClientWise client and have access to all our marketing tools in our free [ClientWise eLibrary](#). The eLibrary features numerous proprietary reports, white papers, articles and tools for you to use with your ClientWise coach in creating a complete wealth management practice. Use social media marketing for new client acquisition.

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Use social media marketing for new client acquisition

For social media and the financial advisory industry, 2011 was a pivotal year. It was the year that major broker dealers began allowing their financial advisors to use social media in a compliant manner, joining the thousands of independents who have mined this marketing channel for the past few years.

Despite this change, social media can still seem hazardous. While the Financial Industry Regulatory Authority (FINRA) has set social media guidelines, the Securities and Exchange Commission (SEC) was noticeably silent on the issue until recently. In early January 2012, the SEC issued a risk alert. This alert suggested that financial advisors who are active in social media marketing develop specific policies and procedures around those activities to guide employees.

Once you establish such procedures and run them by your compliance department, train employees in what's allowed and prohibited. And use this 11-point tip sheet to help launch your firm into the social media universe. Marketing through social media isn't a substitute for an overall marketing plan; rather, it's one way to get your message across to ideal client types.

- 1 Touch base with your Compliance Department:** Before you do anything, check with your Compliance Department about rules surrounding social networking and make sure you understand exactly what you can and can't do.
- 2 Create a LinkedIn profile:** If you're not already on LinkedIn, it's the best place to start. Join and create a simple profile listing your current and past job titles and employers, a description of what you do now, your degrees, your skills and links to your firm's website and your interests. Run that by the Compliance Department, post it and you're on your way.
- 3 Align social networking with your overall marketing plan:** When embarking on any type of social media activity, ensure those activities are an extension of your current marketing plan. If you don't have a marketing plan or need more guidance, check out clientwise.com/marketing.
- 4 Connect with new acquaintances:** When you meet someone at a local business gathering or a conference, remember to connect with that person on your favorite social networking platform. You'll enrich the in-person connection with a virtual connection.
- 5 Connect with clients:** If it's okay with your Compliance Department, connect with your clients on Facebook, LinkedIn and Twitter. You'll find out a lot more about what's going on in their lives and what they are interested in, which will help you give better advice and become a trusted source of information.
- 6 Promote sparingly:** There's much more to social networking than relentless promotion. In fact, nothing is a bigger turn-off besides spam than over-promotion. By all means share your blog posts, but don't go into every interaction on social networking platforms with a promotional mind-set.

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7 Use your signature line: On your e-mail signature line—and on your website home page, for that matter—include information about how potential clients, colleagues and members of the media can connect with you on all the social networking platforms you use.

8 Integrate social networking onto your business card: Next time you print business cards, make room for your Twitter handle or include your Facebook fan page URL.

9 Follow companies on LinkedIn: If you specialize in helping employees of certain companies or have large companies in your area with potential clients, start following those companies on LinkedIn. You'll be able to keep up with what's happening and be able to serve those clients more effectively.

10 Build your network: There are numerous ways to build a network: Facebook, Twitter and LinkedIn all suggest people for you to connect with. You can also mine your CRM, personal contacts, alumni lists and lists of people you are in organizations with to increase your base of social networking connections.

11 Be yourself: The best attribute you can bring to social networking is you. Within allowable compliance limits, discuss not only your professional interests, but also your personal interests. Share information about who you are, and you'll achieve a more authentic connection with members of your network. That's valuable when reaching out to potential clients, referral partners and others.

Discover the ClientWise Difference

ClientWise is the premier executive coaching firm that partners with high-performing financial advisors, advisory teams, executive leaders and financial services professionals. Our professional, experienced coaches focus on working with individual clients and teams to find the solutions that work for their individual business models around increasing assets under management and number of high net worth households served. We offer a complete coaching, consulting and training model that takes into consideration the rapid pace of change in the financial services industry, the increasing need of high net worth clients for a more efficient wealth management partnership and the needs of high performing advisors and teams to create a true wealth management business.

ClientWise Coaching and Consulting Services

- ▶ Executive Coaching
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- ▶ Workshop Facilitation
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ClientWise Financial Services Clients

- ▶ Industry Executives
- ▶ Wealth Advisors
- ▶ Financial Advisors
- ▶ Broker Dealers
- ▶ Registered Investment Advisors
- ▶ Asset-Management Companies
- ▶ Insurance Companies

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