

CLIENTWISE LEARNING TOOLS

11 Client Engagement Marketing Ideas



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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

Professional Advocate Network™

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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Internal Marketing Focuses on Current Clients

There are two important aspects to marketing: internal marketing and external marketing. Most financial advisors focus on external marketing and neglect internal marketing; that is, marketing to current clients. It might seem a waste of time and money to focus on selling your wealth management business to your existing clients.

That is far from the truth. You need to continually touch your existing clients not only with information that is useful to them about their current financial situation, but about your unique value proposition and the full range of your services. It's likely that many of your clients aren't using all the services you offer. By reminding them thoughtfully of all that you offer, and helping them reduce their concerns around money, you'll get more business and reduce the likelihood that they will replace you with another advisor.

Odds are, a number of your clients provide referrals to you. By regularly informing your clients about what you do and how you help your ideal clients, you can turn a select group of your best referral sources into what we at ClientWise call "Loyal Client Advocates."

Here are 11 ideas on how to market to your clients and start building better relationships with them:

- 1 Host dinners:** Plan intimate quarterly dinners with your best clients to get to know them better and make sure they understand the true nature and value of your wealth management firm.
- 2 Run a focus group:** Organize a focus group to get feedback on services and products. Sidestep selling and begin a dialogue with prospective clients.
- 3 Go to trade shows:** Attend a trade show with a client that you enjoy spending time with and who represents the type of client with whom you should learn more about.
- 4 Create interesting (and fun) client appreciation events:** You don't have to wait for other community-sponsored events—create your own. One advisor we know has built a reputation for hosting two events per year, for clients and friends, where the guest speaker is usually not about finance or investments. Nonetheless, there is great buzz about this standing room only event where much goodwill and fun is generated.
- 5 Begin a coffee club:** Select a local coffee shop. Handpick a select group of current clients who you really relate to and schedule monthly or bi-monthly meetings. Don't hold an organized agenda. Select a headline or two, to get things going. Focus on building relationships.

- 6 Hold an open house:** Host a monthly or quarterly open house in your conference room with punch and cookies.
- 7 Ask your clients how they want to communicate with you:** Don't assume that all your clients want to connect with you the same way. Take the time to ask how you should communicate with them (phone, email, text, in person meeting). Maybe the type of communication is dependent on the type of information you're delivering. For example, a client review meeting would be done in person, but a quick update might be done via email.
- 8 Use current events to your advantage:** Stay abreast of what's going on in the news, both financial and otherwise. Make a connection to what's going on with one of your clients and use it as an excuse to touch base with them. For example, engage in a conversation with a client who enjoys cycling during the Tour de France, which occurs each July.
- 9 Plan a successful lunch meeting with a client:** When planning a lunch meeting, set a time limit. Instead of saying, "Let's have lunch at 12:30," say "Let's have lunch from 12:30 to 1:30." Don't clutter the table with reports, charts or notes. Review those before or after the meal, and then keep the actual meal free from "official" business.
- 10 Send handwritten notes:** Hand write birthday and periodic appreciation notes to your best clients. In the days of electronic communication, handwritten notes mean more. And it's a great way to engage with your clients and stay in touch.
- 11 Send special gifts:** For your very best clients, the ones who act as *Loyal Client Advocates™*—those who understand your business and regularly refer good clients to you—find out what gift or touch means the most to them and give it to them. For one client, an expensive bottle of wine might do the trick; for another one, a monthly phone call with the president of your firm might be the best way to show your appreciation.

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.

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- ▶ Presentation Delivery
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- ▶ Industry Executives
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