



THE ROUNDTABLE SERIES
BEACON STRATEGIES, LLC

The New Age of Marketing & Recruiting Roundtable

OCTOBER 11-13, 2023 | ST. AUGUSTINE, FL

Thank you for a terrific Roundtable!



TOP NINE TAKEAWAYS

- 1. Marketing and Communications are a priority for wealth firms.** Customers are expecting personalization, but advisors do not have the time, technical platform, and content development expertise to meet this growing client need. Enterprise wealth firms need to fill in the gap strategically and tactically to help advisors focus on GROWTH.
- 2. Data hygiene is one of the cornerstones to elevated digital marketing** for both investor and recruiting communication.
- 3. Advisory firms need help in the establishment of marketing and communication dashboards / databases for Advisors.** Ideally, wealth firms need to help their advisors segment clients by personas, phase of life, etc. From that segmentation, marcomm teams can help curate and source category types of content, define cadence and audiences, for existing and / or prospect investors. In short more science than art.
- 4. Advisors need a "brand" identity.** Currently, no silver bullet exists to support an advisors need to combine data, process, content, and reporting when it comes to marketing to investor customers and prospects. Many advisors are challenged by telling THEIR story. A marketing group that can help put Advisors through the exercise of articulate their value proposition, why the advisor is best for the customer, and how they look at service can be beyond valuable.
- 5. Advisors need to engage beneficiaries early and often and demonstrate how they are relatable** prior to assets transferring from one generation to another, Given a large percentage of those beneficiaries are women, advisors need to be able to connect and show they understand the wants and needs of the beneficiary. Beyond, an advisor that is in touch with future generations of clientele's has a book of business that is worth a higher multiple.
- 6. While technology and bright shiny fishing lures are "fun" and expected, relationships and behaviors are equally important.** Customer expectations on how an advisor balances their interactions between knee-to-knee communication with specialized digital offerings is critical and relevant to the ongoing success of that relationship.
- 7. Advisors have many different business models,** yet the creation of advisor "think tank" group can support evolutionary thinking within all aspects of business including marketing and communications.
- 8. Firms are helping advisors shift away from actions and towards results.** They are working with advisors to help identify the most valuable ways to attract new and retain existing clients. Providing metrics / tools to monitor clicks, opens, etc. to stop performing actions and start tracking outcomes.
- 9. Wealth Firms have different business models and focuses but we are all trying to solve the same problems.** All appreciate opportunities to learn from others successes and lessons learned at open forums, roundtables and idea sharing sessions.



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