

## Simple Digital Marketing Tips to Grow Your Practice

Over the past year, I have gone through a complete rebranding of my practice followed by a deep dive into digital marketing to better promote my website and online presence. Even though I have just scratched the surface, I am now drawing roughly 750 to 1000 people to my website on a monthly basis. I would like to share a few strategies that have been successful so far.

1. Facebook. Unless your target market is younger, (Twitter) or business owners, (LinkedIn), I suspect most advisors target market lives on Facebook. A strategy that has been working particularly well for me is tracking the metrics of each post on our facebook business page to see what posts are getting the most attention. I will then set up a budget, a specific target demographic in my area based on the content of the post, and then boost that particular post. I generally spend \$25 for a five day post boost but I typically have several posts being boosted at the same time. It only takes a few minutes and once Facebook approves the ad, your target market will see it in their Facebook feed and hopefully click it. Our Facebook posts are set up in a way to bring viewers to our website to read the article or watch the video, rather than a landing page. Much of our website traffic is generated using this strategy.
2. Automated Marketing. Perhaps the best money I have spent so far is hiring a service to automatically post content on our social media sites. There are many services out there that do this but your choices may be limited depending on your compliance department. I happen to use FMG Suite's because the content is already pre-approved and I don't have to waste any time waiting for compliance review. Sure, there are many advisors using FMG Suite and posting a lot of the same content, but that doesn't mean my target audience has already seen it. The key here is consistently posting which in turn consistently brings people to our website.
3. Blog. I am surprised at how many advisors I talk to that do not have a blog. This is a great way to let potential clients get to know you before they ever meet you. Having a blog was the main focus of our rebranding. I like to record a lot of videos to embed in my blog posts but what I have recently discovered is that Google does not data scrape the videos. Going forward, I will include a brief description of the video that uses all the keywords I want Google to see to help our SEO. These blog posts are also promoted on Facebook and by far bring the most people to our website.
4. Lastly, local search. If someone Googles "Financial Advisor near me" Google pulls data from some of the local search websites in your area to help with the search results. It's extremely important that the data on these local search pages be consistent and correct or Google will basically skip right over you. There are many affordable services out there that are well worth the money that will optimize your local search and SEO. They basically do all of the leg work to make sure everything is consistent across all of the local search websites which in turn greatly improves your chances of being higher up on the Google search results. You may want to check with your website provider to see if they offer this service.

Hopefully you find some of these strategies helpful for your marketing. If you have any questions about any of these strategies, our website is <http://www.iws.one> and my email address is [paul@iws.one](mailto:paul@iws.one).

Paul C. Ragone is a Investment Advisor Representative of, and Security and Investment Advisory Services offered through Woodbury Financial Services, Inc., A Registered Investment Advisor. Member FINRA/SIPC. Insurance services offered through Integrity Wealth Services, Not affiliated with Woodbury Financial Services, Inc. Integrity Wealth Services. 9724 Kingston Pike, Suite 1402, Knoxville, TN 37922. 865-342-7766