

## Effective Marketing in 1 Hour

Your business centers around your connections and your community. Strengthen those bonds—and your brand recognition—with a marketing plan launched with the click of a button using MarketingCentral.

To be truly independent means you have the freedom to choose how you market yourself to your clients and prospects. For Alison McClure, having spent years at a bank unable to do any marketing, the opportunity to promote herself as an independent financial advisor was both exciting and overwhelming.

From the start, building brand recognition and client engagement was crucial to her success. As a single mom running her own business, she knew she didn't have the bandwidth to create and execute a marketing plan, much less write all of the messaging.

### THE SOLUTION

MarketingCentral gave Alison the content and tools to execute the communication she needed—with the personalization she desired—to deepen client relationships and bring in new referrals. Utilizing the automated email campaigns and quarterly marketing plans, Alison easily reaches her clients on a personal level by spending an hour or two a month to preschedule her marketing efforts. Her use of the automated client referral and social media campaigns has increased traffic to her website and, in turn, prospects in her pipeline.

Already segmenting her books in Redtail, Alison simply synced her contacts in MarketingCentral to create audience groups for even more personalized communications. The breadth of options means that whatever comes up—whether it's a new client or a retirement celebration—she will have content ready to distribute immediately. With MarketingCentral, Alison is fully equipped to build connections and grow her business.

1-2 hours

spent on marketing  
per month

58%

average email open rate

25

average social posts  
per month

Figures as of 5/4/22

### Simplify your marketing.

Contact the Business Development team at 800.336.8842 to learn how you can grow with Cetera.

*"Marketing may seem overwhelming, but it doesn't have to be. The content and tools are there for you with MarketingCentral—just a few clicks and it'll seem like you spend way more time than you do on marketing and communications."*



#### Alison McClure\*

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