



Marketing Made Simple.

Deepen client relationships and grow your business with MarketingCentral, a comprehensive platform designed for your marketing needs. With MarketingCentral, you can easily execute email campaigns, post to social media, host events, print branded materials, utilize presentations, and build customized marketing communications.

Use an enhanced library of approved content to improve your client and prospect communications, including:

- Birthdays, holidays, and life events
- Market activity
- Appointment reminders, follow-ups, and other office management essentials
- Financial and retirement planning tips and advice

Why You'll Love It

- Content is easily customizable—and always personalized with your information.
- Everything you customize is automatically routed to Advertising Review for approval.
- Automated campaigns allow for set-it-and-forget-it marketing capabilities.
- You can target communications to specific audiences with contact segmentation.
- Hosting and managing client events is seamless, with a customized landing page, online RSVPs, and easy promotion through email, social media, and print.
- This system integrates with Redtail CRM, Salesforce, SmartOffice and Wealthbox, with more integrations coming in the future.
- FMG Suite website customers gain increased opportunities to continuously drive traffic to your company website.

To learn more about MarketingCentral and the capabilities we offer to enhance the value of your advice, contact the Cetera Business Development team at **800.336.8842**.

MarketingCentral
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