

## Questions & Issues to Evaluate When Developing a Marketing Plan

### ABC Capital Management - 2009

- I. **Educate your current clients and prospects as to your core competency – define your core competency – what items would we like to include?**
  - White papers/case histories – *non* “return” related – stories that articulate the extra service you provide your clients. Establish your skills and yourself as the best in using these skills. You are an “expert problem solver for these families”. We need to make sure everyone knows this.
  - What else do you offer as a firm –White papers should also address the deliverables and how you deliver them (as they relate to your firm).
  - Refine your “elevator speech”. In one or two lines, what do you do that adds value to someone’s life and how do you do it better than anyone else?
  - Is there a targeted publication in your area (not the city newspaper but something that targets your market) that would be interested in publishing some of your white papers?
  - Client Advisory Board(s) – do we have a specialty within a niche of clients
  - Client Satisfaction Surveys – [www.surveymonkey.com](http://www.surveymonkey.com) or another provider?
  - Webinars & teleconferences
  - Podcasts
  - Blogs
  - Town Hall Meetings

## **II. Review deliverables – have a consistent process in place for each one so they can be delivered seamlessly & consistently**

- What exactly are we going to provide our clients on a regular/**consistent** basis? How to best articulate this to prospects and referral sources?
  1. Goal setting/updating
  2. Financial/implementation plan – updated how often
  3. Progress reports
  4. Tax planning – in conjunction with tax professional – who is tax professional – has it been logged into CRM? Do we have a standing letter authorizing us to communicate freely with tax professional
  5. Estate planning – who is attorney? Do we have the information in CRM and do we have a standing letter on file authorizing us to speak freely with the attorney?
  6. Do we have a deliverable schedule for each client?
  7. Insurance review
  8. How many times a year are we communicating with our clients? Do we know what's important to each of our clients?

## **III. Identify your target markets**

- Your current clients – asking them for referrals – identify the clients you want to duplicate (your ideal client profile).
  1. “We are taking a few more clients and we’d like them to be just like you”
  2. Exclusivity – your friends who want to be in the “this club” before we shut the door.
  3. Make sure they understand your referral process. They need to be comfortable with it before they will refer their friends and family to you.

- What group meetings should you be attending regularly – what meetings/groups do your clients belong to?

## **V. Review of website to make sure it's client-centered**

- Short bites of information on firm, more information clients can use – make a one stop shop for them – you want to be the go to firm on every financial decision (and some non-financial as well). Possibly include a travel section where you attach links to interesting articles, travel tips, etc
- Post your white papers out here
- Client vault for retrieving reports and other important information
- A community area where clients can communicate or you can post information (“hey, I just found a wonderful auto mechanic”) – possibly in the form of a Wiki

## **VI. Client-centered events**

- Remember, it's ALL about the client – what is important to the client, not the firm
- Advisory Board dinners or one on one lunches/dinners – great way to engage your clients, get their opinions, what's on their mind, what are you doing they like, they don't like?
- Presentations to ***carefully targeted*** groups – again, it's all about what's important to them – needs to be engaging – no investment presentations – presentations should be geared to living your life well, happily. Teach your clients and prospects to goal set, give presentations on dealing with heir's issues, etc.
- Are any of your top clients getting ready to retire? Consider a retirement party where they provide the guest list.

## **VII. Work with a select group of professionals to gain referrals.**

- Who are the lawyers and CPA's you should be aligning with? Who do your clients like the best (ask them when you meet with them)?
- Can they articulate what you do? Make sure they receive your emails.
- Do they have an advisor?
- What information can they provide to help you better understand your ideal clients?

## **VIII. Following up with referrals**

- Have a well-defined process for following up with referrals and the referrer (thank you note)
- What is the best way to get the introduction from the referrer to the referral?
- Do you want to send a book (you're right, no one will read it but it's a gift from you and great way to break the ice when you follow up with them on the phone) – whatever it is (something unique), no marketing materials – marketing materials make you like everyone else out there.