

Marketing Your Divorce Practice in the Digital World

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Experience



- Certified Financial Planner™, CDFA, Nat'l Certified Counselor NCC
- 2012-2015 Philadelphia Magazine's 5 Star Wealth Manager
- 2013-2014 Women's Choice Award for Financial Advisors
- Dailyworth.com Connect Contributor- premier platform for women on all things related to money, career and entrepreneurship
- Financial Columnist for The Advance of Bucks County, Local Living and Bucks County Woman Magazines
- Divorce and Money Matters Blog
- Radio Host @ "Financial Issues and Answers"
- Financial Article Contributor for Divorce Magazine and Family Lawyer magazine

Digital Marketing Defined:

BUILDING AWARENESS AND PROMOTING A BRAND OR PRODUCT USING ALL AVAILABLE DIGITAL CHANNELS.

Digital Marketing

TV

SMS

RADIO

BILLBOARDS

Internet Marketing

SOCIAL MEDIA

CONTENT MARKTG

BANNERS ADS

EMAIL MRKTG

MOBILE

Search Marketing

SEO

PPC

Internet Marketing

- Online presence necessary in today's marketing landscape
- Website = online storefront, hub
- Social Media-changes the way we socialize, interact, shop, gather info
- Affects search ranking by Google & Bing
- Use to build credibility and to start a conversation with your audience
- Prospects, Clients and Journalists are searching for experts online

Social Media Facts

- *65% of adults now use social networking sites – a nearly tenfold jump in the past decade*
- 35% of all those 65 and older report using social media, compared with just 2% in 2005
- Those with higher education levels and household income lead the way
- 58% of rural residents, 68% of suburban residents, and 64% of urban residents use social media

Social Media Marketing

- 4 Step Process: Strategy, Publishing, Engagement and Monitoring.
- Who are you targeting? Where they are? What do they want to see while there? What are your goals?
- Most Popular-Facebook, Twitter, Google+, Pinterest, Tumblr, LinkedIn and YouTube. Pick which social platforms are best for you.
- Hootsuite – dashboard for social media management
- LastPass- manage User IDs and Passwords

Content Marketing

- “Create or Curate” content and use social media/email to promote
 - Blogs, podcasts, video and content aggregation (SmartBrief)
- Rule of Thirds
 - $\frac{1}{3}$ of your social content promotes your business
 - $\frac{1}{3}$ of your social content should curate ideas and stories from thought leaders
 - $\frac{1}{3}$ of your social content should be personal interactions, your voice

Email Marketing

- E-newsletters
 - Never spam and always have safe unsubscribe
 - Relevant and personalized content- segment
 - Easily shared by subscribers
- Surveys- client experience and feedback
- Cross-promote with website, SM accounts and blogs
- Track for analytics

Add'l Digital Marketing

- Banner and online promotion- Google (AdWords), Facebook, Twitter
- SEO Optimization- inbound and outbound, websites and content
- PPC- Pay Per Click
- Mobile App- i.e. eMoney

Next Steps:

- Strong Website and LinkedIn Profile-A MUST!
- Google yourself & Set up google alerts
- What is your competition doing?
- Create or improve your social accounts -
<https://blog.hootsuite.com/how-to-set-up-a-social-media-profile/#pagetop>
- Choose presence carefully- Where is your audience and what do they want to see?
- Create Content and Conversations
- Engage/Converse with your audience and reevaluate strategy regularly (Google Analytics, Hootsuite, Constant Contact)
- COMPLIANCE- Smarsh

Turn-Key Divorce Marketing Materials

- Interested in creating an e-newsletter for prospects and clients with relevant articles on divorce topics? Creating an offline and online Financial Divorce Planning brochure for attorneys and prospects? Leveraging your divorce planning marketing costs?
- Connect with Loretta Hutchinson or Jean Sharp
 - 267-202-5158
 - Loretta@FinancialDivorcePlan.com
 - www.FinancialDivorcePlan.com
 - www.facebook.com/FinancialDivorcePlan
 - @FinancialDivorc



Resources:

- **Financial Divorce Plan**- online and offline turnkey marketing materials
- **Hootsuite**- dashboard for SM management
- **Constant Contact, MailChimp**- email marketing
- **Hubspot**- good info and blogs on internet marketing
- **Smarsh**-archiving
- **Reliable Soft.net**- SM marketing programs

Disclaimer:

This is not an exhaustive list of Digital Marketing topics but a few which we have chosen to highlight. As the President of Financial Divorce Plan, I do not receive any compensation from any other company recommendations and there are many companies who practice in the digital marketing space. The resources mentioned are just a few that we have used or had direct positive experience.

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