

Digital Marketing for Financial Advisers

How to grow and scale
your advice business online

Grow and scale your business with digital marketing

Digital marketing is about people.
It is about your business connecting
with existing and prospective new clients
where they spend their time - online.



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What is digital marketing?

Digital marketing refers to marketing activities that appear on a computer, phone, tablet or other device.

These activities all aim to reach clients and prospective clients wherever they are online, and wherever they are in their financial journey.

Digital is just one part of the marketing mix, alongside 'traditional' channels such as magazine and newspaper ads, billboards and TV, but is increasingly becoming the most important, especially for small and medium-sized businesses.



Website user experience



Search engine optimisation (SEO)



Search engine marketing (SEM)



Paid digital advertising



Social media marketing



Content marketing



Email marketing

Paid, owned, earned

A useful way to think about the different types of digital marketing tools at your disposal is categorising them as paid, owned or earned.

An effective digital marketing strategy will draw on multiple different channels to drive results.

Paid

Paying for digital media to reach and engage with prospective clients

- Search engine marketing (SEM)
- Social media ads
- Digital banner ads
- Sponsored content

Owned

Channels that your firm own and control

- Your firm's website
- Your firm's social media pages
- Your firm's email database

Earned

Publicity generated organically or via public relations efforts

- Reviews
- Social media shares
- Articles about your firm in external media outlets

Mastering the basics

Before you even begin to consider any digital marketing strategy, you'll need to ensure you've got these essentials set up.

Website user experience (UX)

Make sure your website is well-structured and provides easy access to the things prospective clients will want the most.

Every page should also be structured with a clear outcome in mind - i.e. funnelling visitors towards booking an appointment.

- How to book an appointment
- Your service offering
- About you - including your business history, values and USP
- FAQs

Website discoverability & content

Google is often the first place people look for information about financial advice. Search engine optimisation (SEO) is the difference between your business being invisible online or at the top of search results.

Think about the common keywords, phrases and questions that potential clients might type into search engines. Use these as your page titles and include them in content on your site.

Related searches :



financial advisor **for young adults** sydney



financial advisor sydney **salary**



Top financial advisor sydney



independent financial advisor sydney



financial advisor sydney **fees**



financial advisor sydney **jobs**



female financial advisor sydney



financial advisor sydney **reddit**

TIP: You could answer the 'People also ask' questions in your website FAQs.

People also ask :

How much does a financial advisor cost Australia?

Is it worth paying for a financial advisor?

Is it worth paying for a financial advisor Australia?

How do I find a good financial planner in Sydney?

Keyword research

Put yourself in the shoes of your ideal client (see [Page 9](#) – Defining your target client) and consider what topics and keywords they might be looking for.

Some examples might include:

- Financial planner in XYZ location
- Life insurance adviser XYZ location
- Investing in ETF portfolios that are diversified
- Cost of receiving advice on margin lending

[Google Trends](#) is a useful place to start to dive into search term trends.

Q: What's the difference between search engine marketing (SEM) and search engine optimisation (SEO)?

SEM and SEO work together to improve discoverability in search engines. A useful way to think about this is renting vs. owning a house.

SEM is like renting. It involves the use of paid advertising to promote your firm at the top of the search results, but you lose the space as soon as you stop paying.

On the other hand, SEO is like owning your own home. SEO is the process of improving your website to increase rankings in search results organically. It's a cumulative process where every effort creates lasting equity.

Tools:

SEM: [Google Search Ads](#)

SEO: [Google Search Console](#)

Social media

Facebook, LinkedIn and Instagram will raise awareness, help you engage or nurture clients, and bring you new leads via paid strategies.

The key questions to ask:

- Which channels are your current clients most likely to spend time on?
- Which channels are your target clients most likely to spend time on?

If you'd like to try paid advertising or boosting content to prospect clients beyond those who already follow you on social media, you'll need to make sure your social media channels are set up as a business account.

Tools:

- [Facebook Page for Businesses](#)
- [LinkedIn Company Pages](#)

Email marketing

You can use email marketing strategies to reach many clients quickly.

This can be a great way to incubate your client base and stay in touch with people who may over the longer term become clients (think of the children of existing clients or millennials with smaller balances).

Email marketing platforms provide templates for well-designed emails, enable you to segment which emails you'd like to send at different times to different clients, automate the send, and provide analytics to show how many people opened or engaged with your email.

This level of automation can be very helpful when needing to reach many clients quickly.

Some examples might include:

1. Changes in SMA portfolios
2. Legislative changes
3. Changes to entitlements (age, pension etc.)
4. Black Swan events (GFC, Covid)

Tools: Explore [Mailchimp](#) and [HubSpot](#) as potential solutions.

Digital Marketing Essentials Checklist

Website UX

- ☐ Does your website load quickly?
- ☐ Is it easy to navigate?
- ☐ Does it have clear call-to-actions (CTAs)?
- ☐ Is it optimised for both desktop and mobile?
- ☐ Set up website analytics (such as Google Analytics) to understand how clients and prospective clients are interacting with your site.

Website Discoverability

- ☐ Set up a Google Business Profile.
- ☐ Set up Google Search Console to measure and improve organic performance in Google Search.
- ☐ Optimise your website with pages and content that align with key search terms.

Social Media

- ☐ Have you set up a business profile on the social media platforms that your target clients use? This will enable you to connect with prospective clients and allow you to run paid advertising campaigns.

Email Marketing Platform

- ☐ Have you created an account with an email marketing provider? This will enable you to streamline email sends, measure performance, and retain clients through regular communication.

Defining your target client

If you try to appeal to everyone, you may run the risk of appealing to no one.

Creating a client 'persona' will ensure your marketing efforts are tailored to your target clients. If your firm services a number of different client segments with different needs and characteristics, you may want to create several personas.

Meet
Lisa



 61, retired

 Sydney's Eastern Suburbs

 Annual income: Age pension plus \$10k per annum

 Married; 2 children, 2 grandchildren

Interests
Lawn bowls, spending time with her growing family

Needs
Maximise levels of income from her own savings/retirement funding without impacting full age pension

Obstacles
Has had several friends who lost significant sums in the COVID crisis

Media consumption
Accesses the internet twice a day from a desktop PC, and uses Facebook

 "I'm a caring grandmother who wants to spend increasing amounts of time with my children and grandchildren as well as travel intermittently." 

Now, you can take these actions:

- Create a piece of content on retirement income and capital preservation, focusing on simple, time-efficient solutions that may allow retirees to spend more time with the people or things they love
- Post this on Facebook and promote it via paid boosting, targeting people 55+ in eastern Sydney.

Creating a digital marketing strategy

Any marketing strategy needs clearly defined objectives.

The 'marketing funnel' is a useful way to structure this, outlining the various stages of a prospective client's decision-making process.



Measurement

What metrics matter?

One of the advantages of digital marketing is that it is highly measurable. However, it's important to identify the right metrics to focus on depending on your objectives.

Objective	Examples	Key metrics	Why?
Awareness	Digital banners or social media ads advertising your firm	<ul style="list-style-type: none"> • Impressions • Reach 	Impressions are the total number of times your ad appeared on a screen, while reach is the number of unique users who saw your ad. Users will usually need to see your ad multiple times before they are able to remember your firm.
Consideration	Sponsored content or social media ads promoting a piece of your content	<ul style="list-style-type: none"> • Page views • Clicks • Social media engagements 	These metrics show how many users have engaged with your content. Page views are more reliable than clicks because it excludes users who may have accidentally clicked and/or immediately exited the content.
Conversion	Social media ads with a clear action, e.g. 'free consultation' or 'book now'	<ul style="list-style-type: none"> • Acquisitions 	An acquisition is any action that indicates an intent to engage your services, e.g. submitting an enquiry on your website.
Loyalty & Advocacy	Email content sent to existing clients	<ul style="list-style-type: none"> • Email opens • Page views • Social media engagements 	These metrics indicate whether your content is resonating with clients.

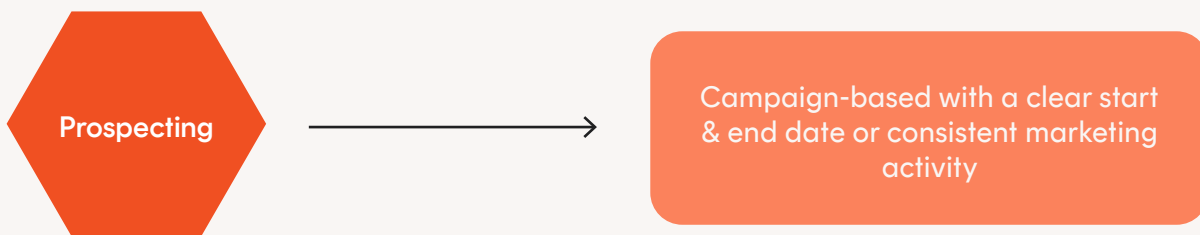
'Cost per' metrics such as cost per click (CPC), cost per acquisition (CPA), or cost per thousand impressions (CPM) are useful to compare the cost-efficiency of different marketing activities.

Percentage-based metrics such as clickthrough rate (CTR) and open rate will allow you to compare different marketing messages to identify which ones are resonating with your audience.

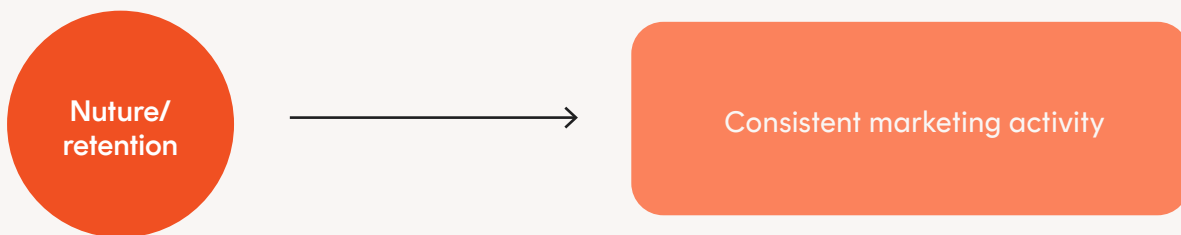
Practical strategies to grow and scale your business

All marketing efforts essentially funnel down to two key sources of revenue:

1. Generating new leads or referrals



2. Nurturing or retaining your current clients



1.

Generating new leads and referrals

Any digital marketing activity involving prospecting or lead generation will likely require a paid media strategy across media channels, in order to reach new audiences outside of your existing database.

Q: How much should I spend on my advertising campaigns?

There is no one-size-fits-all when it comes to budgeting for paid media, as this will depend on your firm's individual circumstances, your objectives and your target client.

As a general guide, awareness campaigns will require larger budgets to cut through the noise and ensure your firm is noticed. However, if your firm is well-known amongst target clients, you may choose to allocate a greater budget towards conversion-driving activities.

If your marketing budget is limited, implementing narrower targeting can help to focus your efforts on reaching only those most likely to engage you.

When setting up campaigns, digital advertising platforms such as Google, Meta and LinkedIn will provide budget estimates based on your selected objectives, timings and targeting parameters to assist with planning campaigns.

Marketing Effectiveness Calculation

Total budget
e.g. \$15,000



Number of leads
e.g. 340



Cost per lead
e.g. \$44.117



Example 1

Social media content campaign

New Year's resolutions - better financial decisions

Objective

Raise awareness of your firm via engaging content

Insight/Idea

Create a content marketing campaign to take advantage of when prospective clients are considering New Year's resolutions to make better financial decisions.

Key message

New year, new financial goals

Channels

Website, social media (LinkedIn, Facebook, Instagram)

Timings

February-March (post-holiday season), May-June (before EOFY)

Key actions

Write 2x pieces of content to prospect new clients

- Content example 1: Investment outlook for the new year
- Content example 2: Financial resolution checklist

Find imagery and resize cover image for use on your owned channels

- Tools: [Canva](#)

Post the two different types of content to your owned channels over a 2 week period:

- Website
- Social media i.e. LinkedIn, Facebook, Instagram


Use the 'boost' function on LinkedIn/Facebook/Instagram to put spend behind your content to reach prospective clients beyond those who follow you. You can get granular demographics, location, and interests using social media targeting.

Tools:

- [Facebook & Instagram ad guide](#)
- [LinkedIn ad guide](#)

KPIs

Content page views

A background image showing a group of business professionals in a meeting. A man in a suit is holding a tablet, and a woman is looking at it. Other people are partially visible, some holding pens and papers.

Example 2

Social media advertising campaign

Direct advertising for your firm

Objective

Raise awareness of your firm and drive distinctiveness vs. competitors

Insight/Idea

Create an advertising campaign to showcase key parts of your [client value proposition](#) (CVP) and your [investment philosophy](#).

Key message

Concise headlines from your CVP and investment philosophy.

Channels

Social media (LinkedIn, Facebook, Instagram)

Timings

Flexible

Key actions

Pull out 3-4 key points from your CVP and investment philosophy and distil them into punchy headlines.

Create ads using the headlines as the focus

- Tools: [Canva](#)

Build your ad campaign in your chosen social media channels, using awareness as the objective. The headline variations can be added in rotation, allowing the platform to optimise to the best-performing creative.

Effective targeting is critical for awareness campaigns to ensure your marketing spend is reaching people who are most likely to be your prospective clients. Use your target client persona(s) to narrow down demographics, locations, and interests.

Tools:

- [Facebook & Instagram targeting guide](#)
- [LinkedIn targeting guide](#)

Evaluate the results to understand which headlines are resonating the most with your audience, to inform future messaging.

KPIs

Reach, impressions



Example 3

Search engine marketing (SEM) campaign

Service offering discoverability

Objective	Generate site traffic and leads via service-specific SEM advertising
Insight/Idea	Create SEM campaigns targeting users actively searching for specific service offerings.
Key message	Headlines and copy from key service offering pages on your website.
Channels	Website, Google Ads
Timings	Flexible
Key actions	<p>Identify your firm's key service offerings and identify common questions/needs or search terms relevant to each.</p> <p>Create ads using the headlines as the focus</p> <ul style="list-style-type: none">Tools: Google Keyword Planner <p>Ensure the landing page for each offering includes content relevant to those search terms.</p> <p>Write SEM ad copy, ensuring they include relevant keywords, are actionable, and match the content on the landing page. Multiple variations can be created, which Google will then use to serve the most relevant and best-performing variations to prospective clients.</p> <p>Tools:</p> <ul style="list-style-type: none">Guide to Google AdsGoogle: How To Write Successful Search Ads <p>Monitor performance and adjust copy and budgets as necessary.</p>
KPIs	Acquisitions



2.

**Nurturing or retaining
your existing clients**



Example 1

Content marketing program

Objective

Create useful and relevant content to nurture leads and retain clients

Key actions

Create a content calendar

- Write 1 article per month
- Post 3 x per week on social media
- Send 1 email per month

Apply the core/satellite framework to distribute your content across your marketing channels.

Repurpose your content into different formats and for different channels to ensure you're getting the most out of your work.

Timings

Always on

KPIs

Primary metrics:

Content page views, email open rate, email click rate

Secondary metrics:

Social media engagement rate

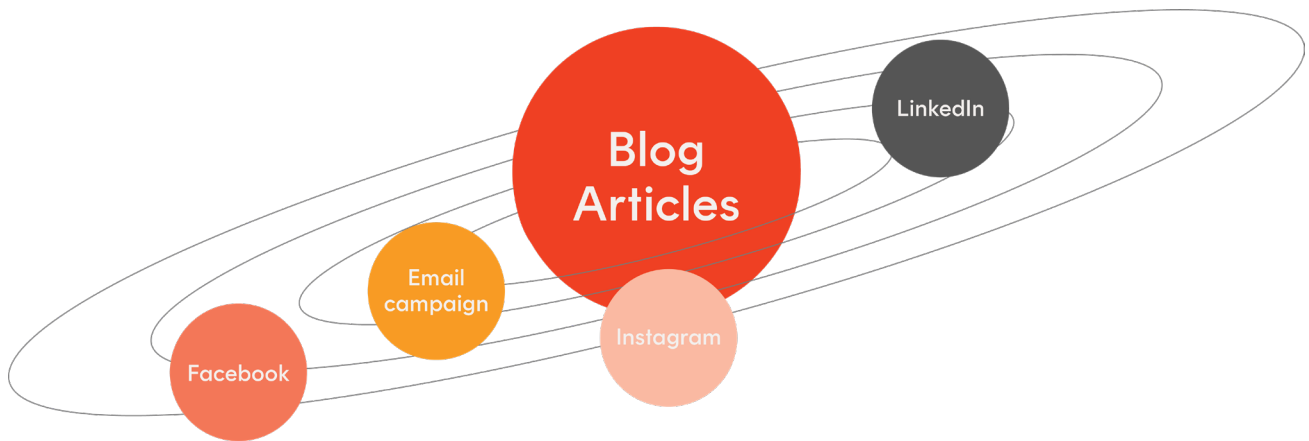
Example 1 (continued)

Content Ideas

Content	Month
ETFs for your retirement - a complete guide	January
4 myths about financial planning	February
What to do if the market loses value	March
5 things you never knew about estate planning	April
Get started with tax planning	May
Market Trends / Investment outlook	June
5 mistakes to avoid when choosing a financial planner	July
Who should inherit your wealth? A guide to navigating inheritance	August
How to raise financially responsible children	September
Quality investing: 4 ETFs for turbulent markets	October
A complete guide to financial planning	November
Client case study: How Lucy paid for her grandchildren's private school fees	December

Core/satellite framework

One approach to digital marketing is to consider your written content as the core of your owned media – i.e. the articles that make up your regular content calendar. To get the most out of the time and effort that went into writing each piece, you can then share this across all of your owned channels - the satellites.



If you've decided to write 1 article per month, you could repurpose the same content into different formats and amplify it across as many channels as possible.



Note: Social media post tactics

If you don't have enough time or resources to produce original content, here are some ideas for social media posts to fill your content calendar.

1. Sharing industry news from reputable sources
2. Finance quotes to inspire and motivate your audience
3. Provide links to trusted sites such as Moneysmart
4. Financial calculators such as mortgage repayments or savings projections
5. Explanation of complex terms or jargon

Example 2

Email marketing program

A successful retention strategy must have regular, relevant communication with clients, and email is a powerful channel to reach your clients directly.

Objective	Remain top of mind for clients with regular, relevant content and communication
Key actions	<ul style="list-style-type: none">• Create a structured email program <p>For example:</p> <ul style="list-style-type: none">• A newsletter to share content, news or updates about your firm• An automated 'Welcome' email for new clients with helpful information, or cross-sell opportunity into additional services you offer
Timings	Monthly newsletter
KPIs	Content page views, email open rate, email click rate

Email tactic stretch goals

A/B testing

Consider A/B testing different subject lines to see which types of content, tone, offers/incentives or services resonate most with your client base.

Segmentation experimentation

Segmentation enables you to target specific groups within your customer base with particular messaging that speaks to them.

For example, you may have a client base who are largely married couples in their 30s and 40s. You might choose to segment your list based on which of your clients have children, as that can influence the type of financial advice they seek. Dividing your list this way can allow you to create content that's of most relevance and value to each group.

Key takeaways

1. An effective digital marketing strategy means that your firm can generate the right messages, to the right clients, at the right point in time of their buying journey.
2. Before you begin to consider a digital marketing strategy, you'll need to ensure your website is updated, can be easily used and is discoverable on Google.
3. Ensure you also have social media profiles (set up as business accounts) and an email marketing platform.
4. Creating a customer 'persona' will ensure your marketing efforts are tailored to the target groups you are trying to reach.
5. All marketing efforts funnel down to two key sources of revenue:
 - a. Generating new leads or referrals
 - b. Nurturing or retaining your current clients
6. Any digital marketing activity for lead generation will likely require a paid strategy across media channels to reach new audiences outside of your existing database
7. Nurturing or retention strategies require ongoing and consistent activity for leads. Remember the content you'll produce for this strategy can also be used for prospecting campaigns across your paid media channels.



8. If you've decided to write an article per month, you should repurpose this for use via email and across your social media channels as standalone posts or as topics to try other engagement tactics on social media. For example: polls, or 'Ask me anything' as a question box on Instagram.
9. A successful retention strategy will include regular, relevant communication with clients. Remember the content you'll produce for this strategy can also be used for prospecting campaigns across your paid media channels.
10. Before you begin any marketing campaign or strategy, make sure you understand the objective, how you are benchmarking your success before the campaign, and how you will measure if the campaign and your efforts (paid or unpaid) moved the dial or not.



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Betashares Practice Development

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'Practice Makes Perfect' video series




Adviser Resources



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