



M O R T G A G E   N E T W O R K

# 40 WAYS TO MARKET YOUR BUSINESS PART 2

# HERE IS A LIST OF ANOTHER 20 WAYS TO MARKET YOUR BUSINESS:

## #21 GET SOCIAL

Make the most of the social media platforms available, including Facebook, X (formerly Twitter), Instagram and LinkedIn. Unlike many others, we support social media. We would encourage you to converse with your clients through social media. After all, technological developments drive businesses and yours is no exception. Tell your clients what you're up to; show that you're out visiting people. Our financial promotions department can assist you and provide guidance on what can be posted.

Do: connect all of your social media accounts to create a strong online presence.

## #22 PICK UP THE PHONE

Take the time to call your clients and keep that personal touch. You can achieve results quickly with minimal costs, plus most importantly your clients will appreciate hearing from you. Our diary management facilities within our market-leading back office system Toolbox can support you with this.

Our unique new technology Virtual PA highlights multiple advice opportunities for you. Acting as a lead generation facility, it produces a weekly list of past customers to contact based on terms coming to an end and gaps in their advice.

## #23 SHOW WHAT YOU'RE MADE OF

Collect testimonials from the clients that you have helped and use these to show potential clients how you can help them. In addition you could create case studies to highlight the difference your advice has made to people's lives, and situations where it has truly added value.

## #24 CREATE A NEWSLETTER

A weekly, or even monthly, newsletter is a great way to remind your clients that you're there when they need you. You could include recent news stories or updates from your business such as new advisers or an office move.

## #25 POINT OF SALE PACK

Having a point of sale pack can be a fantastic tool when you see your clients. You could create a folder with your branding on to remind your clients of you. Within it you can keep all of the paperwork, leaflets and documents that your clients will need. This isn't documentation they look at every day, but when they do they usually have an intention to review it, and this solution ensures your brand is in front of them for their point of contact.

## #26 WORK YOUR PR

Write a press release and submit it to various channels or you could invite local or regional press to spend some time with you. That way they can capture the essence of what your business is all about and what a typical day is like for you. You could also apply for awards to recognise your achievements, giving your clients another reason to value your expertise.

## #27 GET PERSONAL

Send out birthday cards to your clients and their children. It's a simple personal touch that lets them know you think about them every year and they'll think of you too. It might just be the trigger they need to pick up the phone to you.

You can tailor them to the age of the recipient. 18 years old? How about contents insurance for while they're at university?

Do: remember it's the little things that sometimes make the biggest impact. Do this every year and they will soon be in touch.

## #28 CODE EVERYTHING

When you send any communication make sure you include a code on it that your clients should quote when responding to it. This way you'll know what works and what doesn't, and you can work efficiently for the future.

## #29 NURTURE, DON'T JUST GROW

Don't forget, the most important effective marketing is retention not acquisition. New customers are important but you must keep your existing customers engaged. Our unique new technology Virtual PA highlights multiple advice opportunities for you. Acting as a lead generation facility, it produces a weekly list of past customers to contact based on terms coming to an end and gaps in their advice.

## #30 BE CHARITABLE

Why not sponsor a team or an event? Do something useful in the local community and this could be part of a local ongoing campaign to position you as a local financial expert.

## #31 POLL IT

Find out your clients views and opinions on topics by releasing a poll on your blog and social media accounts. You could release the results and provide commentary on the subject. We can guide you on software and help with the questions to ensure they achieve what you need them to.

## #32 EVENTS AND CONFERENCES

You could try attending events and conferences to network with like-minded businesses or maybe even get your own stand. PRIMIS has a catalogue of events throughout the year catering for all product areas.

## #33 SHARE USEFUL AND INTERESTING CONTENT

If you haven't got time to write it then share it. This can be just as effective in showing your expertise. You could retweet news articles on X (formerly Twitter) or share a link to a provider tool that is customer facing.

## #34 EVENTS AND FOCUS GROUPS

Generate interest in your business with your own events. It could be a celebration for an office move or perhaps a business anniversary. Focus groups can be a great informal way to interact with your clients and really get to the centre of their customer journey and experiences with you.

## #35 KEEP A PORTFOLIO

Start collecting adverts that interest you. Ask yourself, what made me look twice at this? What inspired me? They might not even necessarily be financial services specific, but it's the techniques you should focus on. More often than not they will be transferrable and you can add them to your own adverts.

## #36 REGULARLY REVIEW YOUR BUSINESS CARDS

Generally your business card will be the first impression a potential client will have of you and your business. Make sure you regularly review these to ensure that they include your up-to-date qualifications, branding, job title and products on offer.

Do: ensure all staff have customised business cards to generate even more leads.

## #37 WATCH THE TRENDS

Keep tabs on what products are sold when. You can track the interest and spot patterns to identify trends. You can then tailor your campaigns to feed this interest or to increase it.

## #38 COMPELLING COPY

Write something people will want to read. Financial services can be difficult to bring to life, so it couldn't be more important to get the basics right.

Grab your clients' attention with a hook in the title or introduction. Write a concise and well-structured main body, without jargon and long confusing sentences. Finish up with a clear call to action and hey presto you are done.

## #39 ASSOCIATE WITH THE OUTSIDE WORLD

Associate your communications with the seasons, occasions and holidays. This will help your clients relate to what you're saying.

For example, in the build up to Christmas write about the costs of Christmas and the importance of financial planning. In the days before Mother's day, write about the importance of family protection.

## #40 KEEP IT FRESH

Always review your content, especially your website. A prospect may view your website a number of times before taking action, so you should ensure you continue to update it. We provide a number of guides for our members to ensure they get the most out of Google Analytics and their marketing.

## MORE SUPPORT

Would you like more support? To find out how we can help your business please get in touch:

Website: [www.primis.co.uk](http://www.primis.co.uk)

## FINANCIAL PROMOTIONS

Approval: Please note that all promotions, including social media accounts, will require approval from the financial promotions team prior to distribution.