

Marketing Tips & Tricks

From a Pro



We recently caught up with Kevin Thompson, former MLB player turned successful financial advisor, and Founder & CEO of 9I Capital Group. He shared his insights and proven tactics for generating leads and building a referral network through valuable content. Here are his quick hits:

The importance of **consistent** client communications

Kevin emphasizes: “You will never lose a client by over-communicating.” He sends:

- A weekly market update every Monday
- [A podcast](#) on Tuesday
- Jobs report on the first Friday of every month
- Plus, timely communications based on current events

Focus on sharing **valuable** information

- He uses a podcast to educate and engage those who want to learn financial planning strategies. He’s even found many podcast guest speakers and built his network around this on LinkedIn
- He posts consistently to his [blog](#) and [YouTube channel](#) to further showcase his expertise. It has helped him with referrals as a place for current clients to share with anybody interested in his services

Repurpose your content

- Some ideas Kevin gave about how he repurposes content:
 - You had a great conversation, then you can repurpose that into an informational email for other clients
 - A blog can be repurposed into a social post
 - A blog can inform a podcast which can be added to your YouTube channel

Want more ideas to take your marketing to the next level? Visit www.fmgsuite.com to learn more.