#### fmg

#### LIVE DISCUSSION:

#### Cracking the Code:

How to Design a Scalable Advisor Marketing Program That Drives Growth



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Chief Marketing &
Experience Officer AT FMG



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## 1. Setting The Stage:Advisors biggest pain points +RFG value proposition

### 2. How to Choose What to look for in a marketing partner

### 3. Building The Program: Balancing turnkey resources with advisor personalization

### 4.Recruiting Value Prop What role does your marketing program play in recruitment?

# 5. Supporting Growth for Existing Advisors Onboarding, support & training

### 6. Results & Evolution Wins, pivots and lessons learned

## 7. The Role of FMG Support, Future Growth & Partnership

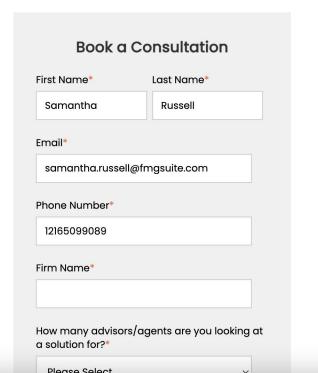
#### 8. Advice for Enterprises What leaders at enterprise firms should know about launching a program

#### Unlock Your RIA Firm's Growth Potential

#### The All-in-One Digital Marketing & Compliant Texting Solution

Our award-winning platform is designed to alleviate your top marketing pain points and drive sustainable growth for your firm. During a personalized demo, one of our marketing consultants will walk you through strategies to:

- ✓ Elevate Your Brand and Online Presence: with a robust and professional digital footprint.
- Nurture Client Relationships at Scale: with automated, compliance-friendly communications.
- Generate More Qualified Leads: through
  targeted campaigns and conversion
   ontimization tactics to bring in and close more.





### **Enterprise Marketing Playbook**

Will be included in the follow-up email after today's webinar.

Questions?
Want to learn more about FMG?
Email: marketing@fmgsuite.com

