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Reasons Financial Advisor Marketing Programs Fail

1

Just like clients need a financial plan, lack of a well-thought-out strategy will doom your marketing.

Lack of Strategy

2

Inconsistency and hit-or-or miss execution causes ineffective marketing.

Inconsistency

3

Jack of all trades, master of none aka lack of a niche target market causes failure.

No Niche Target

4

Push versus pull (clients come to you) marketing results in loss of credibility.

Push Marketing

5

Lack of expertise in marketing methods can result in amateur attempts and expensive mistakes.

Lack of Expertise



By Antoinette Rodriguez, MBA
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