

A Marketing Guide for RIAs: Part 4 – Create Marketing Collateral

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This is part four of a ten part series on marketing an RIA. Read [A Marketing Guide for RIAs](#) for a full overview. To view the installments in this series, select “RIA Marketing Guide” in the left margin.

By now, you should have completed the first three steps of the marketing process: 1) Pick a niche market; 2) Create a message; and 3) Develop a website. Now it is time to begin creating your marketing collateral.

There is no hard-and-fast rule about which types of marketing collateral you should have. In the past, it was generally accepted that brochures were a requirement. With the increase in popularity of the internet and websites, that is no longer the case. Customize your marketing collateral to meet your firm’s specific needs. As you determine the type of marketing collateral you need, keep these questions in mind:

- Do you want to print collateral in-house or outsource it to a printer?
- How many copies will you distribute in a year?
- How often do you plan on updating the content?
- How do you plan on distributing the collateral (e.g. in person, via mail, electronically)?

The checklist below provides you with a comprehensive list of all the collateral you might need. Review the list and check the boxes for the items you will produce for your firm.

Marketing Collateral Checklist			
[x]	Item	Description	Considerations
[]	Brochure	Printed brochure that details the firm’s value, ideal clients, history, services and approach.	<ul style="list-style-type: none"> • Most professional piece of collateral • Requires professional printing in large quantities • Content not easily changeable



[]	Firm Summary	One page sheet that summarizes the firm's value, ideal clients, history, services, and approach.	<ul style="list-style-type: none"> · Print professionally or in-house · Print smaller quantities as needed · Easily editable · Mix and match with other marketing pieces · Easily sent via email as a PDF
[]	Service Sheets	One page sheet that summarizes all of the firm's services, or one sheet that details each service separately.	<ul style="list-style-type: none"> · Print professionally or in-house · Print smaller quantities as needed · Easily editable · Mix and match with other marketing pieces · Easily sent via email as a PDF
[]	Professional Bios	One page sheet which includes the bio, headshot, designations, experience, education and contact information for each principal, advisor, and key employee of the firm.	<ul style="list-style-type: none"> · Print professionally or in-house · Print smaller quantities as needed · Easily editable · Add or remove employees as needed · Mix and match with other marketing pieces · Easily sent via email as a PDF
[]	Pocket Folder	A two pocket folder printed with your logo and brand identity to be used in conjunction with the marketing sheets.	<ul style="list-style-type: none"> · Customize marketing packages for each prospect · Multiple uses · Must be professionally printed in large quantities
[]	PowerPoint Template	A presentation template consisting of a cover page and at least one content page to be used in client meetings or for large group presentations.	<ul style="list-style-type: none"> · Ensures brand consistency across all presentations
[]	Pitch Book	PowerPoint presentation with predesigned slides to use in client meetings that highlight firm value, history, services investment philosophy and process.	<ul style="list-style-type: none"> · Ensures a consistent message conveyed to each prospect · Can be printed in house or presented on a computer monitor · Easily customizable · Reduces meeting prep time
[]	Newsletter Templates	A print newsletter template can be used periodically to update clients, prospects and centers of influence with educational	<ul style="list-style-type: none"> · Must be professionally printed and mailed · Longer shelf life than electronic newsletters



		articles, economic updates and firm news.	
[]	E-Newsletter Template	An electronic newsletter template that can be used periodically to update clients, prospects and centers of influence with educational articles, economic updates and firm news.	<ul style="list-style-type: none"> · Quick turnaround time · Inexpensive to produce and distribute
[]	Marketing Email Template	An email template that can be used to communicate important news and offers to clients, prospects and centers of influence.	<ul style="list-style-type: none"> · Quick turnaround time · Inexpensive to produce and distribute
[]	Stationary	Printed and/or electronic letterhead, envelopes, note cards and business cards.	<ul style="list-style-type: none"> · Ensures brand consistency across all communication
[]	Referral Kit	Information to provide centers of influence or other referral sources on the types of clients you work with and how your process works.	<ul style="list-style-type: none"> · Sets clear expectations
[]	Letter Templates	MS Word or email templates for standard communication with clients, prospects and centers of influence.	<ul style="list-style-type: none"> · Ensures a consistent message conveyed to each prospect, client, and center of influence · Reduces time associated with administrative tasks
[]	Promotional Items	Items branded with your logo such as pens to give as gifts.	<ul style="list-style-type: none"> · Keeps your name top-of-mind · Requires professional manufacturing and usually requires orders in large quantities

Once you have chosen the appropriate marketing collateral, hire a graphic designer to help you professionally design the pieces. If you plan on printing the collateral in house, ask the designer to create templates for you in Microsoft Word so that you can easily make changes without incurring additional expenses.

As you write your marketing collateral, review the content you developed for your website and in the [Craft Your Message](#) exercise. Developing marketing collateral after you have finished your website allows you to easily repurpose much of the content you have already created, saving yourself hours of work.



Now that you have created the foundation for your marketing, it is time to start actively marketing yourself. This will be addressed in my next installment in this series.

Kristen Luke is the Principal of Wealth Management Marketing, a firm dedicated to providing marketing strategies and support for Registered Investment Advisors. Kristen works with individual advisors and firms to develop effective marketing plans and provides the back office support required to implement the strategies. For more information, visit <http://www.wealthmanagementmarketing.net>.

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