

# An introduction to marketing your new business

Congratulations on taking the bold step of starting your own independent financial advisory business! As you embark on this exciting journey, one of the critical aspects of your success will be effectively marketing your new venture. Here are essential insights and strategies to navigate the world of marketing and attract clients to your business.

## Three marketing priorities for every advisor going independent

### Branding

When it comes to marketing, many advisors new to independence underestimate the amount of work involved. From lead generation to automation and technology, there are several aspects of marketing that need to be taken into consideration. One of the marketing to-dos that can be underestimated is building an independent brand. Advisors leaving a large wirehouse or broker-dealer are also leaving the brand equity—and must build a new brand when they start an independent practice.

### Planning

Independent advisors should start by creating a comprehensive marketing plan for their new firm that will help to immediately generate leads and provide the building blocks for their new, independent brand. This plan should include goals and objectives for lead generation, a firm website, email marketing campaigns, content creation, and social media. If you don't yet have marketing personnel on your staff, you can leverage marketing automation platforms like [FMG Suite](#) as well as growth platforms like [Nitrogen](#) that turns leads into loyal clients, scaling your firm from day one. These tools enable you to automate specific marketing functions in order to maximize your time and resources and generate leads in your sleep.

### Funding

Advisors going out on their own need to have a marketing budget in place. Developing an effective budget for lead generation and technology investments is essential to ensure that advisors are able to hit the ground running when they break away from their previous firm. Based on [research](#) conducted by Nitrogen in 2023 in a survey covering 1,000+ respondents, advisors who spend more money on their marketing are more likely to be hyper-growth firms, growing 20% or more year over year. That same survey found that paid social media is an area of opportunity for independent advisors to leverage as they allocate their marketing resources.

With thorough planning and the right marketing tools in place, advisors will be well on their way to creating a successful independent practice.

## Kickstart your independence with the marketing plan checklist

Here is a simplified marketing plan checklist for financial advisors to get started:

- **Define Your Target Market:** Identify and understand the specific demographic and psychographic characteristics of your ideal clients.
- **Develop Your Unique Value Proposition:** Clearly articulate what sets you apart from other financial advisors in the market.
- **Build an Engaging Website:** Invest in a professional, user-friendly, mobile-responsive website that showcases your brand and services.
- **Leverage Content Marketing:** Produce high-quality content, such as blog posts, articles, videos, and infographics, that educates and empowers your target audience.



- **Utilize Social Media:** Establish a strong presence on social media platforms where your target audience is active. Leverage paid advertising options, such as targeted campaigns on Facebook, LinkedIn, or Twitter, to generate leads.
- **Embrace Online Reviews and Referrals:** Encourage satisfied clients to provide online reviews on platforms like Google My Business, Yelp, or industry-specific directories.
- **Monitor and Analyze Results:** Regularly track and analyze the effectiveness of your marketing efforts with tools like Google Analytics, social media insights, and email marketing metrics to assess website traffic, engagement, conversion rates, and the ROI of your campaigns.
- **Stay Compliant:** Ensure your marketing practices align with industry regulations and compliance standards outlined by Financial Industry Regulatory Authority (FINRA) and the Securities and Exchange Commission (SEC).

Access free tools and resources to kickstart your marketing efforts like a social media calendar, email templates, and an ideal client persona builder in Nitrogen's [Resource Library](#).

#### About the Nitrogen Growth Platform

The foundation of all [Nitrogen Growth Platform](#) plans is [Nitrogen Elite](#) a set of sales engagement tools for BD advisors and solo practitioners. It reflects Nitrogen's decade-long track record of equipping advisors to engage prospects and clients. It includes a proven formula for gathering and winning assets; ongoing client engagement that instills fearlessness; powerful analytics and research tools for identifying investments and constructing optimal portfolios; and light planning that illustrates the path to success through the lens of risk capacity. To book a demo, visit [NitrogenWealth.com/Request-a-Demo](#).

#### About Nitrogen

[Nitrogen](#) is revolutionizing how financial advisors and wealth management firms grow with the launch of Riskalyze in 2011. Today, Nitrogen is the growth platform for wealth management firms, helping advisors turn leads into meetings, meetings into valued clients, and clients into referral champions. The company invented the Risk Number®, built on top of a Nobel Prize-winning academic framework, and is the champion of the Fearless Investing Movement — tens of thousands of financial advisors committed to our mission of empowering the world to invest fearlessly. To learn more, visit [NitrogenWealth.com](#).

