

Indigo Marketing Agency Announces Launch of Exclusive Webinar Showing Financial Advisors How to Grow Their Client Base

Aims to transform the way financial advisors approach marketing by equipping them with a proven plan that has been pivotal for hundreds of advisors.

LOS ANGELES, CA, USA, March 8, 2024 /EINPresswire.com/ -- Indigo Marketing Agency, a leader in financial advisor marketing, has announced the launch of its educational webinar event specifically for independent financial advisors seeking to scale their businesses efficiently.



Titled “How to Create Your Marketing Strategy and Grow Your AUM by 25%,” this free, educational content aims to transform the way financial advisors approach marketing by equipping them with the proven plan that has been pivotal for the success of hundreds of advisors since 2015.

“

Empowering advisors means sharing knowledge. At Indigo Marketing Agency, we give 90% of what we know to help them make informed decisions and succeed, whether they partner with us or not.”

Elizabeth Reider, Director of Marketing at Indigo Marketing Agency

The content focuses on personalizing success, teaching financial advisors how to construct a marketing plan from scratch while at the same time ensuring it is suitably targeted to their brand and core audiences. The content teaches this by showing participants how to establish themselves as thought leaders in their niche, effectively removing any barriers to fee acceptance through trust-building strategies.

The webinar also goes on to detail the strategies needed to not just attract leads, but also effectively close them. This

includes methods to build trust, nurture leads, and cement themselves as local authorities even

among local competitors.

Though the webinar itself has a strong emphasis on attracting “cold leads” (i.e., prospects who are entirely new to the advisor’s service), the content also describes best practices for effectively garnering referrals from existing clients.

In addition to the psychological strategies of growth, Indigo’s webinar also contains recommendations on the technical. The webinar contains point-by-point guidance regarding search engine optimization (SEO), helping financial advisors appear in the most visible spaces on search results pages from Google and other search engines.

The webinar also contains information about maximizing ad spend, creating a reliable, scalable strategy, and polishing their overall branding.

Indigo Marketing Agency is also providing webinar attendees with a complimentary 12-month content planning calendar, a market-validated tool designed to help financial advisors plan their marketing efforts effectively while ensuring a consistent and impactful system of attracting new clients throughout the year.

For more information and to register for the webinar, please visit:

<https://indigomarketingagency.com/how-to-create-your-2024-marketing-plan/>.

About Indigo Marketing Agency

Indigo Marketing Agency specializes in providing cutting-edge marketing solutions to independent financial advisors. Since 2015, the organization has been committed to helping advisors grow their businesses through effective, proven marketing strategies. With deep professional experience in the financial industry, Indigo remains focused on delivering results-driven solutions that cater to financial advisors’ specific needs.

To Get in Touch With Indigo Marketing Agency: <https://indigomarketingagency.com/get-started/>

Elizabeth Reider

Indigo Marketing Agency

+1 727-210-5888

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/694473037>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.