

Part 5 Get Your Content Right

Want to make a strong impact, quickly?
We can help.

Our handy hints will give you lots of 'quick wins' to cut through the noise and start marketing more effectively today...



We should say this at the outset: all marketing content must be compliant. There's never an excuse for not being transparent, clear and fair in all of your communications.

If in doubt, please check the Financial Conduct Authority's recommendations and guidelines for the activity you're proposing.

Marketers love being zany and creative. However, when it comes to broker services, it's just as easy to cut through competitors' noise with some simple, well-thought-out and basic content marketing. Simple messages, delivered well. Benefits that stand out (better for sales than features). When everyone in your team can share and deliver the plan, you'll see how easy it is to build your business.

one

Can you find marketing ideas easily?

Yes. The best ideas for your business come from the people talking to your customers. Ask your team, "Do you have ideas, what do people respond to most?" Brainstorm what's working on a regular basis, as well as what's not. Start building enthusiasm, but don't rush into unplanned activity.

two

Check your calendar – is it full of appointments?

Consider how you can start developing a long-term, relationship-building marketing strategy into your weekly routines. You may not want to incentivise campaigns, but your teams should be involved in the bigger picture. You may uncover excellent, creative, inexpensive ideas. Find time. It's worth it.

quick tip

Good content is timely, relevant, and enjoyable to read!

Some people think 'paper and postage' is old-fashioned. Why not think of every good outbound envelope as an opportunity to make a great impression? Review the tone of your letters, factsheets or newsletters – make them professional, but make them engaging too.

three

Vivaldi had Four Seasons – can you schedule yours?

Apart from annual events (Easter, Christmas etc), focal points for marketing help everyone to use their energy wisely. Not only that, but it also means everyone's prepared when you do get responses to campaigns. Write your focus on a card, carry it with you. Make it a natural part of your conversations.

four

Think about your recent wins – are they full of potential?

If something's working well, roll with it. Good case studies are easy to put together: what was the situation? How did you help your client? What were the benefits and outcomes? This is excellent content to have on hand for face-to-face meetings, as well as for sharing on social media.

five

Why push marketing, if customers can pull you in?

Be open to opportunities. Cross-sell. Get up to speed with current hot topics, not just in financial services, but also in your customers' lives. Budgets are tight: prepare with explanations of complex rises in insurance premiums. Politics are controversial – but they are a good conversation opener.

Don't forget – who are you talking to?

Whatever your marketing plan is, whatever you'd like the outcome of each campaign to be, don't forget how important it is to engage your audience with relevant messaging. Think about who you're talking to. Highlight the benefits that are significant to them specifically:

- Messages about not letting employers down, disposable income for a social life with friends, or the benefits of protecting young families are better targeted at younger customers.
- There's a theory you can be more casual with language for this audience, too. Don't use slang, always be TCF, but perhaps try a slightly more conversational style of writing.
- For older generations campaign wording may be more altogether formal, and the benefits that appeal later in life will be slightly different.
- Remember, older customers know how to compare and contrast their experiences to date. Consider using that in your messages: position their opinion as important.

Making sure you remember who you're talking to will help build relationships with your audience. TCF is about a culture - doing business in a way that will help ensure customers get fair treatment.

“Okay, but if everyone's cutting through the noise and we're all doing it the same way, won't that make it harder for customers to choose between us?”

No, not at all. The joy of marketing any business is that your aims, your brokerage brand and (most importantly) your perfect customers are usually slightly different to every other brokers' audience.

YOU make the difference, and the action YOU take now.

Some brokers try to market on price. Some brokers prefer niche products. Many want long-term relationships to cross-sell a whole range of products for their customers' entire life journey. Decide what's right for you – and we'll support you, all the way!

More tips for success

Plan to succeed



Put a firm marketing plan into place.

Share your vision



Get everyone in your office on-board with organised marketing.

Remember regulations



Do check up on what you're allowed to say (and do).

And don't forget



People buy products from people they like, so build relationships first!