

Who's Listening ... Is Who's Winning

Adapt your marketing to compete and thrive



Today's marketplace is overcrowded with noise. As a result, consumers are overwhelmed with determining how to navigate it successfully — and many could be tuning you out in response. If you're a fixed annuity distributor trying to leverage all the marketing tools to be all things to all clients, you're setting yourself up for disappointment and, more than likely, declining ROI.

While up-and-coming generations are changing the face of advising, you clearly can't ignore those nearing and in retirement. So how is it possible to reconcile the nuances required to successfully market to individuals of different ages, genders, demographics and mindsets? And how do you carefully craft messaging that acknowledges internal marketers, advisors and consumers?

It all starts with a little listening. This is more than simply hearing what your target audiences are telling you; it involves paying attention to shifts in the marketplace, to how regulatory and legislative changes are impacting the landscape, and to behaviors beyond verbal communication. As you do so, keep in mind these considerations:

Alignment Is Essential

One-size-fits-all solutions may have been limiting in the past, but they're impossible today. Building your brand and reputation requires that you take the time to acknowledge groups of people in meaningful ways at strategic times in specific channels.

What's Old Is New

Time and again, "old arrows" in the marketer's quiver resurface and evolve to deliver serious results. It's imperative you keep an open mind to all of the tools available for reaching your audiences, but narrow your focus in how and where you apply them.

Cohesion Is Key

To get more from your marketing efforts, four skillsets within your team are essential for cohesive execution. After generating an audience-first strategy, combine powerful and precise messaging with bold design and pixel-perfect digital development to win.

If you're looking to augment your team with talented professionals who are constantly listening across the industry, give us a call. We look forward to hearing from you!

913.706.7796 | 816.810.3011

SIRCLE
Sideways

www.circlesideways.com