

10 Signs Advisor Marketing Program is Failing

If the marketing solution that is provided to the advisors you support doesn't allow them to fully reach their online potential and generate leads, then the advisor marketing program is failing.



1. There is no insight into how the advisor marketing program is helping advisors generate leads



2. Advisors are using a variety of different website platforms making it difficult to support their advisors effectively.



3. Using multiple tools and partners for websites, email, blog, and managing advisors data; making it difficult to achieve maximum results.



4. The advisors do not have the ability to create their own online presence



5. The advisor marketing platform that is currently being used has very low adoption rate with a high volume of complaints



6. The advisor marketing platform has had no enhancements or upgrades in over a year.



7. The enterprise marketing team and the advisor marketing solution provider have not clearly defined similar goals, resulting in little to no collaboration.



8. The advisor marketing program does not have an integrated way for both the advisor and enterprise marketing team to create targeted content.



9. Advisors fail to see the value or return on marketing efforts



10. Advisors have no way of being found online on Google or other search engines

If you read through this and more than half of these signs resonated with you, evaluate what it would mean to have a collaborative partnership with a digital marketing platform that integrates key components of marketing into a unified distribution platform.

Schedule a demo with us to see if Digital Agent, can improve your advisor marketing program

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