



RECRUITMENT CAMPAIGN FOR A WEALTH MANAGEMENT FIRM

WHAT WAS THE PROBLEM?

A wealth management firm needed a way to revamp their recruitment effort. The recruitment team needed to find qualified leads in their territory but were out of ideas on how to differentiate themselves from other firms. Reed Media was brought in to present new channels of engagement and find out how to best reach new advisors.

WHAT WAS THE SOLUTION?

Reed Media decided, with the help of the internal marketing team, that instead of picking a few certain channels, they would test them all. The wealth management firm had not done any testing on what channels their clients responded well, so no research existed to base a campaign. We decided to try them all. The plan was a coordinated effort between email marketing, social media ads, landing pages, and pointed web advertising to make sure the firm could select the most effective long-term marketing solution. All of the campaigns looked very similar to each other as to only focus on the channel through which the campaign is directed. They also pointed to the same landing page that was connected to Google Analytics, that would show which channels brought in the most advisors. The results are to the right. Reed Media decided to run all of the campaigns for one month, evaluate the results, and then continue what worked.

Source / Medium	Pageviews	Unique Pageviews
	962 % of Total: 3.89% (24,759)	874 % of Total: 7.16% (12,209)
google / organic	296 (30.77%)	261 (29.86%)
(direct) / (none)	240 (24.95%)	220 (25.17%)
m.facebook.com / referral	185 (19.23%)	183 (20.94%)
google.com / referral	53 (5.51%)	44 (5.03%)
thinkadvisor.com / referral	52 (5.41%)	48 (5.49%)
financial-planning.com / referral	38 (3.95%)	33 (3.78%)
advisorhub.com / referral	36 (3.74%)	34 (3.89%)
investmentnews.com / referral	23 (2.39%)	21 (2.40%)
linkedin.com / referral	14 (1.46%)	12 (1.37%)

WHAT WAS THE RESULT?

After the month of running campaigns across all platforms, Reed Media found that the most successful channel by pure clicks and views was Google Search ads, but when we evaluated where the leads came from, we saw the most viable leads came from a combination of web advertising (thinkadvisor.com above) and LinkedIn. The wealth management firm found a consistent web presence and four qualified leads with a potential of 200 million dollars on the wealth management firm’s platform, just from this test. We recommended they continue advertising with the website and LinkedIn with a follow up in 6 months to make sure the market had not changed.

WHAT DID WE LEARN?

Successful campaigns come from a variety of sources and tracking those sources becomes important in continuing success. Sometimes the channel with the most perceived value is not the one with the most value. Facebook sent the most visitors to the landing page, but the advisors it brought were not as valuable as LinkedIn or thinkadvisor.com. By closely monitoring the analytics of a campaign we can determine the best places to advertise for a client and make sure they show up there.

