

Marketing Opportunities

2022

Email Marketing

When you want to communicate something about your brand or business, email marketing is one of the most cost-effective ways to do so. Email marketing is a powerful form of direct marketing and there is no denying the impact of a well crafted message.

Website Development

One of the best ways to build a relationship with a client, and attract new ones, is to make yourself more accessible to your audience by utilizing a website. Created based on your specific retirement planning services and designed to provide just enough information for visitors to determine if you are the right fit for them.

Social Media Ads and Posts

Advertising and posting on social media is a direct way to stay engaged with current clients, target new clients, build brand awareness, increase engagement and generate leads.

Video Content

Video content typically performs best with most algorithms, based on the fact it captures a prospects attention for longer. This allows your audience to get to know you, your business and your story.

Logo and Brand Refinement

Adjusting your messaging to better represent your brand and connect with your target audience can make your marketing more successful and help you attract the right leads. As a brand, your messaging lets your audience, know who you are, what you do and what you value.

College Courses

Many Horter Advisors are serving as instructors for our Planning Your Retirement Courses in order to give back to the community and prepare retirees and pre-retirees for the future. These courses are held at local colleges, community colleges or community center depending on what works best for the advisors demographics.

Geo Fencing

Geofencing is a location based technology that is used to send targeted messages to prospects who enter a specific area using GPS cellular data to trigger pre-programmed actions or ads when a mobile device enters or exits a virtual boundary. Geofencing allows you to target prospects in particular buildings, competitor locations, stores, or your own business location.

Contact

Horter Marketing Department
Email | marketing@him-ria.com
Call | (513) 984-9933

