



STAT PACK

# 25+ Impactful Statistics



We've collected the best marketing stats relevant to the financial services industry.

## Website

Like a digital office, your website is your most important marketing asset. And, often the first place prospects will visit when searching for you online. Here's why it's so important:



70% - 80% of people research a company online before making a purchasing decision<sup>1</sup>



90% of investors said a financial advisor's website was important to them, while a third said that it was extremely important<sup>2</sup>

*"Our website captures the personality of our company, it creates a different experience than other financial advisor websites, and it helps us stand out. 80% of people research a company online before making a purchasing decision<sup>1</sup>"*



42% of investors say they start the process of finding an advisor with an online search<sup>2</sup>



It takes 50ms for users to form an opinion about your website that determines whether they'll stay or leave<sup>3</sup>

– Julia Carlson,  
Financial Freedom Wealth  
Management Group, LLC



Companies that publish new blog posts just 1-2 times per month generate 70% more leads than companies that don't blog at all<sup>4</sup>

In 2021, FMG websites got more than **65M views**, a total of **36,296 blogs** were posted and resulted in **11,611 new leads generated** from websites alone.

## Email

Email is essential to your marketing efforts. As a direct line of communication with your clients and prospects, email offers an opportunity to build trust and demonstrate expertise through quality content and communication.



Email has an average ROI of 4,200% which means every \$1 spent on email provides an ROI of \$42<sup>5</sup>



Email converts nearly 40x more customers than Facebook and Twitter combined<sup>8</sup>



59% of clients list customer service/communication as a top 3 reason they select an advisor<sup>6</sup>



Segmented personalized email messages average 46% higher open rates<sup>7</sup>



79% of clients prefer email from their advisor with personalized updates or articles relevant to their portfolio<sup>6</sup>



33% of email recipients open emails because of subject lines that catch their eye<sup>9</sup>

In 2021 alone, FMG customers sent **106 million nurture and timely emails**, reaching 14.8 million investors. We add **2-3 timely emails every week** that allow users to personalize or share as is. It's this consistent communication that ultimately leads to referrals – **1,745 new referrals** to be exact just last year. And that's just from an automated referral campaign through the FMG email platform.

## Social Media

Social media is all about showing users why they want to choose you as their financial advisor. It's a place to share the personality behind your business, differentiate yourself from competitors, and attract your ideal audience, all while sharing valuable information.



89% of advisors told us that during their tenure as advisors they have gained new clients attributable to their social media activity<sup>9</sup>



4 out of 5 advisors have increased their AUM in the past year using social media<sup>10</sup>



5 million affluent investors use social media to research financial decisions<sup>11</sup>



94% of advisors see success using direct messaging capabilities on social platforms<sup>9</sup>



74% of advisors using social media for business were able to initiate a relationship or onboard clients<sup>3</sup>



48% of advisors are using LinkedIn's InMail feature to contact prospects outside of their network<sup>9</sup>



Social media initiatives have shown to result in an average AUM of \$4.9 million<sup>21</sup>

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## Video

Video continues to be a hot topic, and it's no wonder why. Video enhances the sense of quality on any website, and adds a personal touch – giving viewers the closest thing to visiting your office as possible. Plus, it's effective (and often more enjoyable) to absorb and share information when it's in video format.



81% of people have been convinced to work with a business by watching their video<sup>12</sup>



69% of people say they'd most prefer to learn about a new product or service by watching a short video<sup>12</sup>



Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in a text format<sup>13</sup>



People are twice as likely to share video content with others than any other type of content<sup>12</sup>



85% of US internet users watch online video content<sup>18</sup>



54% of consumers want to see more video content from a brand or business they support<sup>19</sup>

FMG makes it easy to incorporate video into your communication strategy with **pre-approved, timely video content ready to share via email or social media**. In fact, our Content Library currently has **>80 videos available** to share and our top performing Monthly Market Insights video receives **>40K plays each month**.

## Marketing Plan/Strategy

Having a marketing plan is just as important as having a business plan. And even if you don't usually establish one, these stats may change your mind!



56% of RIAs say marketing is a top strategic initiative for growth<sup>4</sup>



90% of advisors said lack of marketing focus/strategy is the business issue they feel most limited their firm's ability to succeed<sup>15</sup>

*"I can't fathom a solution better than this for advisors looking to connect with clients. Simply put - it does it all, and it has such simplicity and sophistication that anyone can utilize well."*

– Jessica Flynn,  
FP Transitions



89% of boomers and 89% of millennials prefer mobile devices for advisor-client meetings<sup>17</sup>



Less than 1/3 of advisors have a written marketing plan and only 11% have fully implemented that plan<sup>16</sup>

With all the tools above, FMG Suite makes it simple to establish and manage your marketing plan, all from one platform. **From websites to social media, email, and more, we'll help you simplify and streamline your marketing efforts, giving you time to go all-in on growing your business.**

## Sources

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## Ready to get more out of your marketing?

**We're here to help you put these stats to the test.**

Visit [fmgsuite.com](http://fmgsuite.com) or give us a call at (858) 252-1271 to speak with one of our consultants and discover how you can kick start your marketing engine.

