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# Did You Know

**From Website Clicks  
to Clients: Embracing  
the Digital Evolution**



## Elise Lambert

Director of Product and  
Enterprise Marketing, FMG



Elise Lambert



[fmgsuite.com](https://fmgsuite.com)



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# Reminder: December DYK

- FMG's 2025 Marketing Guide**
- Broaden your reach
  - Client retention
  - Inspire referrals
  - Utilizing events as a key marketing strategy

# What We'll Discuss

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Lead Generation Hubpages,  
our new pre-written pages,  
and how to use

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New ways to get found with  
AI, video and social media

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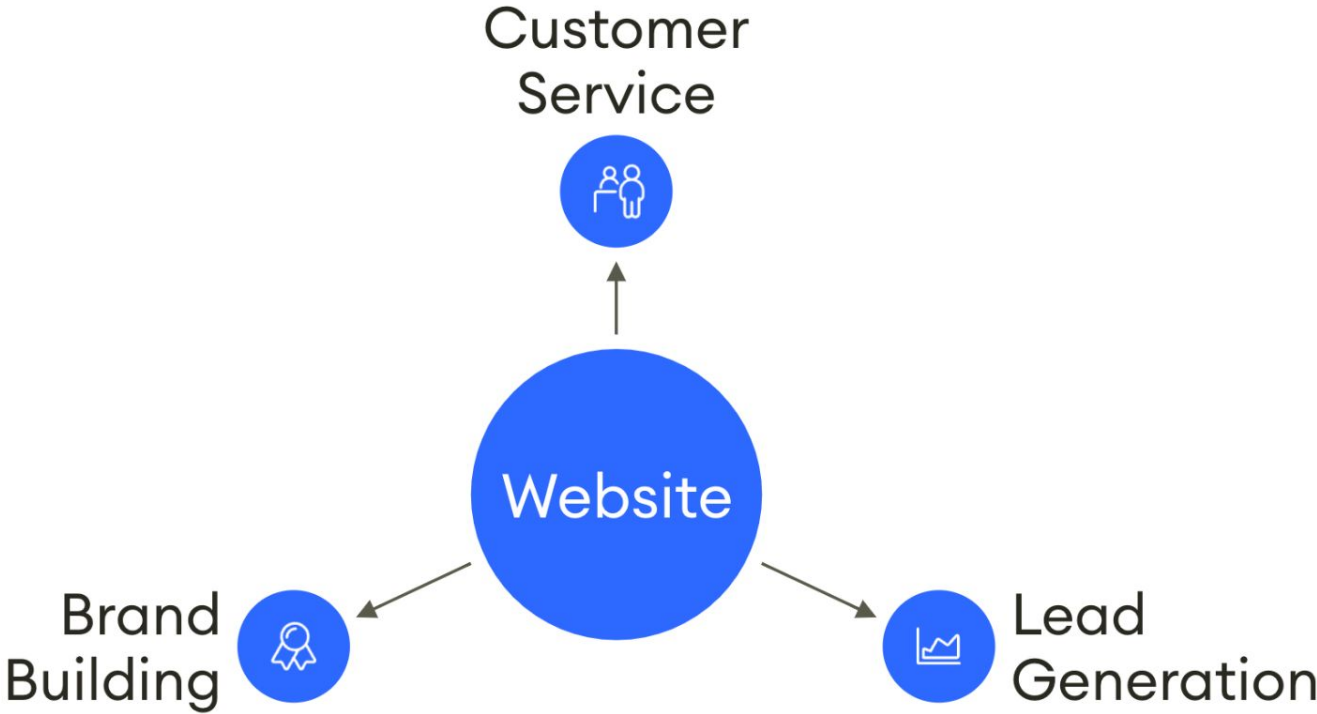
Craft a compelling and integrated  
online content strategy

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Transform your online presence  
with new marketing strategies

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# What is the goal of your website?



Website Goal:

# Brand Building

## Website Must Haves

Case Studies

Blog

Good Branding

Video

## KPIs

Page Views

Time Spent on Website

Video Views

Blog Views

Website Goal:

**Customer  
Service**

## Website Must Haves

FAQ Page

Ebook and Resources

Login Page

Contact Information

ADA Compliant

## KPIs

Page Views

Ebook Downloads

Response Time

Form Submissions

Website Goal:

**Lead  
Generation**

## Website Must Haves

Appointment Setter

Lead Forms

Videos

Contact Information

SEO Optimization

## KPIs

Appointments Booked

Contacts Added

Web Traffic

Calls Received

# How to Use Google Analytics to Improve SEO

# Unlocking the Power of Website Analytics

- **Website Traffic**

Understand the overall traffic to your website, including the number of visitors, page views, and unique visitors.

- **Traffic Sources**

Analyze where your website visitors are coming from, such as organic search, referrals, social media, or direct traffic.

- **User Behavior**

Gain insights into what visitors are doing on your website, including the pages they visit, the actions they take, and the time they spend on the site.

- **Popular Content**

Identify the most popular blog posts, pages, or other content on your website to understand what resonates best with your audience.

- **Geographical Reach**

Discover the locations of your website visitors, both locally and globally, to better understand your audience and target your marketing efforts.

# 9 Google Analytics KPIs to Track

- **Average Number of Total Visitors to Your Site Per Month**

Track the average number of users that visit your website each month to understand the overall traffic and engagement.

- **Number of Pages a User Will Visit**

Measure the average number of pages a user navigates through during a session to gauge content depth and stickiness.

- **Three Most Visited Pages on Your Website**

Identify the top 3 most popular pages on your site to understand user interests and optimize content accordingly.

- **Bounce Rate**

Monitor the percentage of users who leave your website after viewing only one page to identify areas for improvement.

- **Conversion Rate**

Track the percentage of users who complete a desired action, such as a purchase or form submission, to measure the effectiveness of your site.

- **Real-Time**

Analyze the current, live activity on your website to understand user behavior and make immediate adjustments.

- **Audience**

Gain insights into the demographics, interests, and behaviors of your website visitors to better target and engage your customer base.

- **Acquisition**

Understand how users are discovering and accessing your website, whether through organic search, social media, or other channels.

- **Behavior**

Examine how users interact with your website, including their paths, actions, and drop-off points, to optimize the user experience.

# Ways To Get Found



## What is Voice Search Optimization?

Voice search optimization is the process of optimizing your content and website to be easily discoverable and accessible through voice-based search queries. It involves creating content that is conversational, natural, and tailored to how people speak and search using voice assistants like Siri, Alexa, or Google Assistant.

# How Prosepects Use AI to Find You

- **Voice Assistants**

AI-powered voice assistants like Siri, Alexa, and Google Assistant can quickly provide information about local businesses, including directions, operating hours, and customer reviews, by simply asking a question.

- **Search Engines**

AI algorithms in search engines like Google help deliver personalized and relevant search results based on a user's location, search history, and preferences, making it easier to find local businesses.

- **Chatbots**

Many businesses use AI chatbots on their websites or social media pages to answer customer inquiries, provide information about products and services, and guide users to their nearest store location.

- **Social Media**

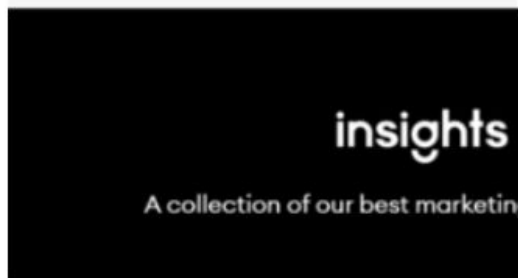
AI tools analyze social media activity to recommend local businesses that are trending or popular among friends and followers.

- **Mobile Apps**

Apps like Google Maps and Apple Maps use AI to provide real-time information about local businesses, including traffic conditions, peak hours, and user reviews.

# Compelling Content Strategy

# 1. Run an Informative/Interesting Blog



- Use links to connect your blog to other pages on your site
- Create blog posts with titles like "How Can I Plan for Retirement in My 30s?" or "What Are the Best Investment Strategies for Beginners?"
- Keep a consistent schedule to provide subscribers with something to look forward to
- Be creative. Blogs are meant to be an engaging way to increase traffic to your site
- Invite others to contribute to your blog

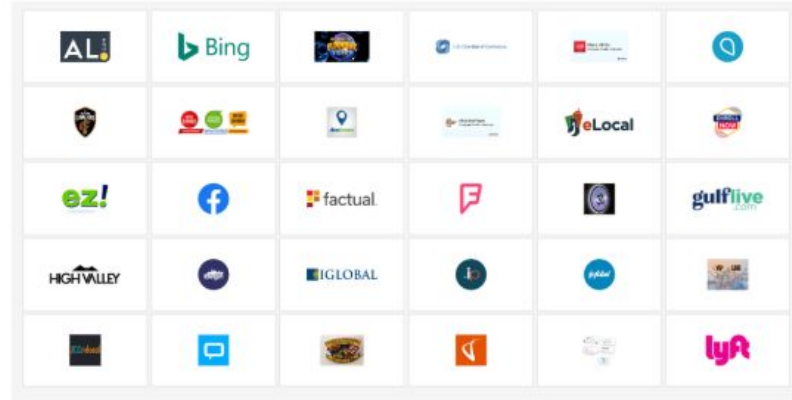
Companies that publish new blog posts just 1-2 times per month generate 70% more leads than companies that don't blog at all

-Marketing Benchmarks from 7,000+ Businesses, Hubspot

## 2. Online Directories and Listings

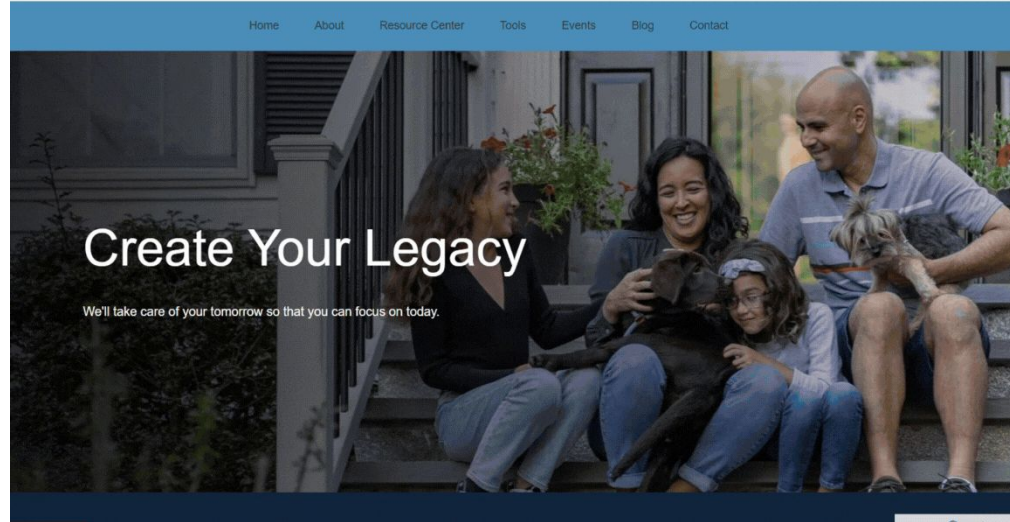


- Complete your Google My Business listing.
- Utilize FMG's Local Listings service to enhance local search optimization.



## 3. Engaging Web Content

- NEW Hub Pages
- Videos
- FAQ Pages
- Infographics
- Podcasts/ Interviews with Experts
- Calculators
- Premium Lead Generation Forms with Custom Form Triggered Emails



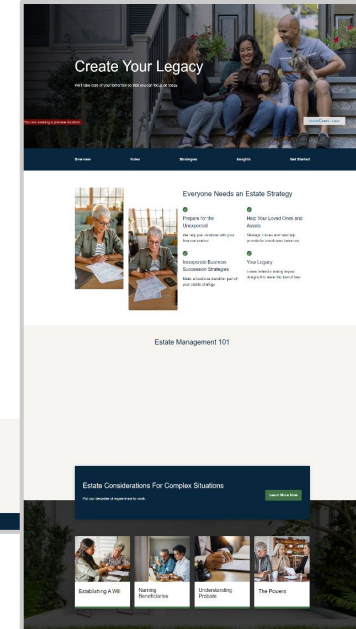
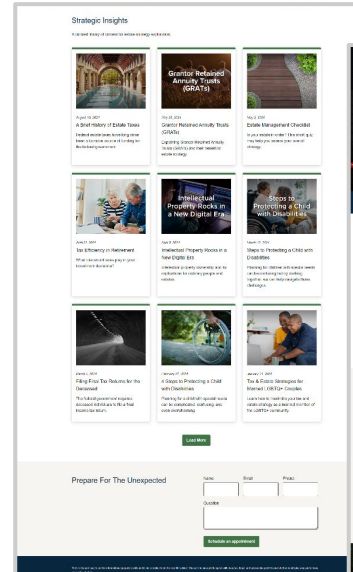
# New Hubpages

## 8 new engaging landing pages to choose from during your website building process!

The new page options include:

- Life Insurance Hub
- Capital Gains Hub
- Inflation Hub
- Retirement Savings Hub
- College Savings Hub
- Net Worth & Cashflow Hub
- Social Security Hub
- Estate Strategy Hub

Available to Premium website customers.



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## 4. Get Social: Effective Social Content Strategies for Financial Professionals

- **Follow the 80/20 rule**

For every 1 post you create, comment on 4 others to increase engagement and build relationships.

- **Use location-based keywords and hashtags**

Attract local clients by utilizing keywords and hashtags relevant to your target market's location.

- **Engage in relevant online communities**

Join LinkedIn and Facebook groups where your niche or target market is active to network and share valuable content.

- **Create visually engaging content**

Use Instagram to post high-quality, visually appealing content with humor or trending elements to increase engagement.

- **Leverage FMG's Canva integration**

Create personalized, beautiful posts using FMG's Canva integration for higher engagement on social media.

- **Produce short-form video content**

Create engaging reels or videos to capture the attention of your audience on social media platforms.

# Recommended Content: February

# 10-Minute Marketing Calendar

**Suggested content and direct links to easily find and use recommended content**

Includes content recommendations for:

- Email marketing
- Automation marketing
- Social posts
- Downloadables
- And new Canva templates

Look out for the monthly email coming from [service@fmgsuite.com](mailto:service@fmgsuite.com) - sends the last week of every month!

**10-Minute Marketing Calendar February 2025**

February is a month to celebrate milestones and strengthen relationships. Whether it's honoring Black History Month, sharing heartfelt messages for Valentine's Day, or lending a hand during tax season, this month's calendar is full of meaningful ways to show you care.

Review the content below to decide which pieces you'd like to use.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1
2 Groundhog Day	3 Black History Month	4	5 Medicare Newsletter American Heart Month	6 Tax Strategies 2025 Invl... College Corner	7 Monthly Market Insights	8 Weekly Market Insights
9	10 How to Support Black-...	11 Managing Money as a ...	12 Notable Quotes: Frankl... Life Insurance Prospect...	13 Happy Valentine's Day	14 Valentine's Day Valentine's Day	15 Weekly Market Insights
16 Presidents' Day	17 President's Day	18 Video of the Month	19	20 Quarterly Scam Safegu...	21 Estimating the Cost of ...	22 Weekly Market Insights
23	24 Making Your Tax Brack...	25 The Three Keys to a Gre...	26	27 Financial Professionals ... Chart of the Month	28 Timely: Tax Time	1

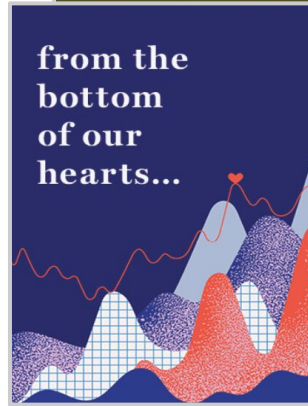
# Content Planning

## Holidays/Observances

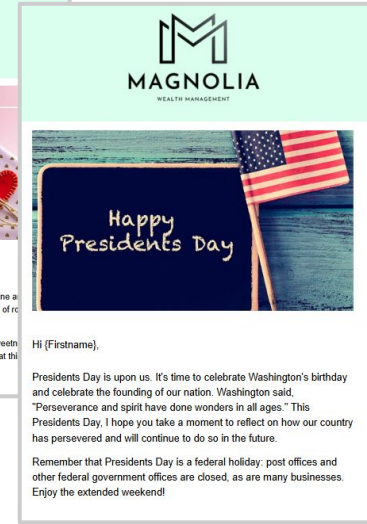
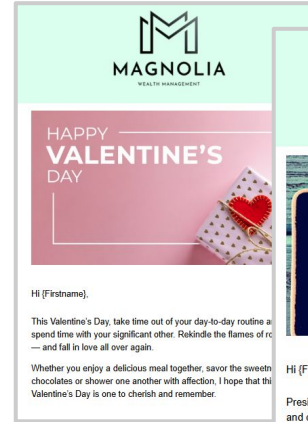
### February

- Groundhog Day (2/2)  
(Social & Greeting Card)
- Valentine's Day  
(2/14) (Email, Card & Social)
- Presidents' Day  
(2/17) (Email, Automation & Social)

### Greeting Card

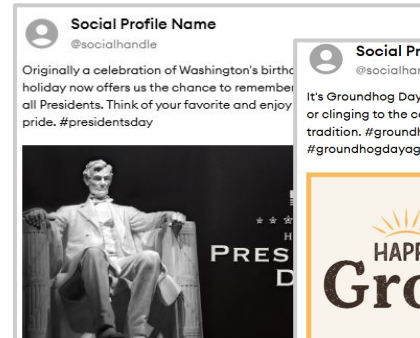


### Email



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### Social Post



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# Content Planning

## Holidays/Observances

### February

- IRA Contribution Deadline (2/4) (Social)
- Money Talk for Couples (2/11) (Article)

### Social Post



### Article

#### Managing Money as a Couple



MONEY • READ TIME: 3 MIN

When you marry or simply share a household with someone, your life changes—and your approach to managing your money may change as well. The good news is it's usually not so difficult.

At some point, you will have to ask yourselves some money questions—questions that pertain not only to your shared finances but also to your individual finances. Waiting too long to ask (or answer) those questions might have some consequences.

**First off, how do you propose setting priorities?** One of your first priorities should be simply setting aside money that may help you build an emergency fund. But there are other questions to ask. Should you open joint accounts? How should you title assets that are owned by both of you?

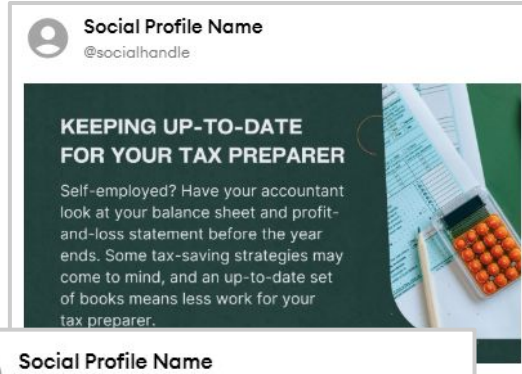
**How much will you spend & save?** Budgeting can help you arrive at your answer. A simple budget, an elaborate budget, or any attempt at a budget can prove more informative than you realize. A thorough, line-item budget may seem a little over the top, but what you learn from it may be truly eye-opening.

# Content Planning

## February is the month of:

- Black History Month  
(Social & Email)
- Tax Prep Support  
(Social post and Sequence)
- National Financial Aid Awareness Month  
(Social)
- American Heart Month  
(Social Sequence)

### Social



### Email

The email sequence starts with a header featuring the "MAGNOLIA WEALTH MANAGEMENT" logo. The main content area has a light green background with the text "BLACK History MONTH" in large, bold letters. Below the text is a photograph of a diverse group of people, including children and adults, smiling and posing together. The email body begins with "Hi (Firstname)," followed by a paragraph: "Every February, Americans celebrate Black History Month. This year, we invite you to join us in remembering the accomplishments of Black citizens, past and present, which are an integral part of American history." This is followed by another paragraph: "Whether it's the deeply-needed activism of Dr. Martin Luther King, Jr., the cultural contributions of authors like Zora Neale Hurston, or the unprecedented achievements of former President Barack Obama, America owes much to her Black citizens." The final paragraph reads: "This month, let the words of Thurgood Marshall remind us that when Americans "...recognize the humanity of our fellow beings, we pay ourselves the highest tribute."

# Content Planning

## State of the Markets

Just  
Released!

This presentation covers:

- How stocks performed in 2024
- What drove market performance in 2024
- Where we are now
- What financial experts forecast for 2025

The downloadable presentation is now available in the [Premium Content Library under Downloadables](#).

Invitations and event management in the [Event tool](#).

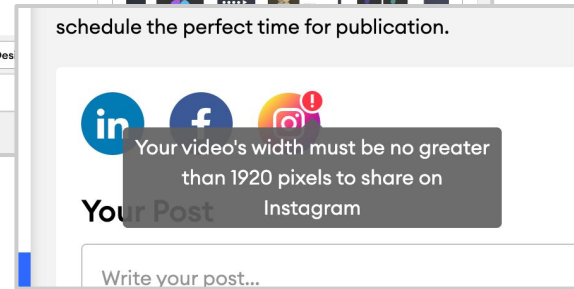
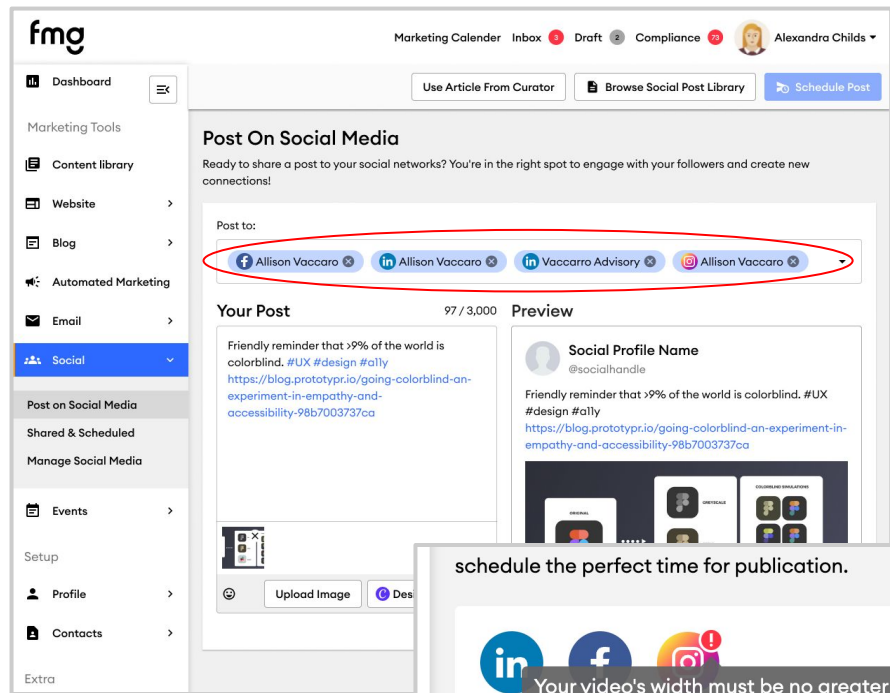
The image shows a screenshot of a presentation slide and an event registration page. The top slide features the title "STATE OF THE MARKETS" in white, spaced-out capital letters against a dark blue background with a subtle wave pattern. Below this, a smaller version of the same slide is shown, with the word "PRESENTATION" added at the bottom. The registration page below includes a date box for "26 Jan", a "REGISTER" button, and event details: "State of the Markets 2025", "DATE AND TIME: Fri, Jan 26, 2025 10:00a - 11:00a PST", and "LOCATION: The location for this event is San Diego". A "DESCRIPTION" section states: "Now is a great time to review how far the markets have come and talk about what might lay ahead. This social sequence can help bolster your attendee list and keep your State of the Markets event top of mind."

# Product Updates

# Updates Coming Soon for Social!

## A sneak peek at our upcoming updates for social media.

- **Social Video**
  - You can now post videos uploaded to our marketing tools straight to social.
- **Profile Specific Social Posts**
  - You can soon select a specific social profile for sharing content.
- **Instagram Integration**
  - This upgrade will make it possible to post to Instagram directly from your FMG marketing tools!



These are set to go live in January, however may be subject to change.

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# Today's Giveaways 🎉

# Content Giveaway

## FMG EXCLUSIVE: 2025 Online Success Kit

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### 2025 Tips to Optimize Your Online Presence

**Website**

- Use FMG's [Premium lead generation forms](#) on landing pages to capture leads.
- Implement [basic SEO](#) and create downloadable lead magnets like e-books or checklists.
- Regularly [update your website design](#) every 3 years to incorporate modern features.
- Focus website messaging on the Homepage, Hero Section and About Us Page to [highlight unique value and expertise](#).

**Online Directories & Listings**

- Complete your [Google My Business](#) listing.
- Utilize [FMG's Local Listings service](#) to enhance local search optimization.

**Online Reviews & Testimonials**

- Encourage client reviews on Google My Business and other platforms, following compliance guidelines.
- Display testimonials prominently on your website and social media.

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## 2025 Online Success Kit

Our best ideas and resources for an impactful online presence.

- 1** **FMG's 2025 Marketing Guide**  
Dive into section 1 to master the art of online presence management. This guide is your blueprint for building a robust digital footprint.  
[Get the Guide](#)
- 2** **A Website Checklist to Stay On Track**  
Ensure your website is up-to-date but also a lead-generating powerhouse. Follow our detailed checklist to maintain a high-performing site.  
[Download Checklist](#)
- 3** **Modern Ways to Optimize Your Presence**  
Discover cutting-edge methods to enhance and elevate online visibility, ensuring you stand out in the digital landscape.  
[Download](#)
- 4** **Injecting Personality into Your Website**  
Transform your site by infusing it with personality. Learn from a real-life case study on how to refresh your website with engaging and unique character.  
[Uncover the Tips](#)
- 5** **Strategies Driving Website Traffic**  
Uncover the most effective techniques to maximize your marketing ROI. Boost your website strategy and see tangible results in traffic and engagement.  
[Increase Your Website Visits](#)

**Make It Your Year To Shine Online**

Remember to keep your website modern and fresh. Consider a redesign every 3 years to keep the wow factor going. If you want to chat with FMG about opportunities to level up your online marketing, schedule a quick 20-minute chat below.

[Connect with Us!](#)



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# Looking to Elevate Your Marketing for an Impactful 2025?

# 'Do It For Me' Marketing

- Monthly **content marketing** plan with customization tips
- Your own dedicated **Marketing Concierge**
- Increase **client** engagement, **drip on prospects and COIs**
- Take the **heavy lifting off** your plate
- **5-star content exclusively written** by Sam & Susan



Samantha Russell  
Chief Evangelist, FMG



Susan Theder  
CMO/CXO, FMG

Calendar Key  
■ Email (1) ■ Social media (1) ■ Optional social media (1) ■ Blog (1) ■ FMG automation

Recommended Content

Blogs  
October 8 Subversion: Your Weekly Essential Top for Financial Health  
October 22 Leverage the Financial Impact of Electric Vehicles  
Monthly News

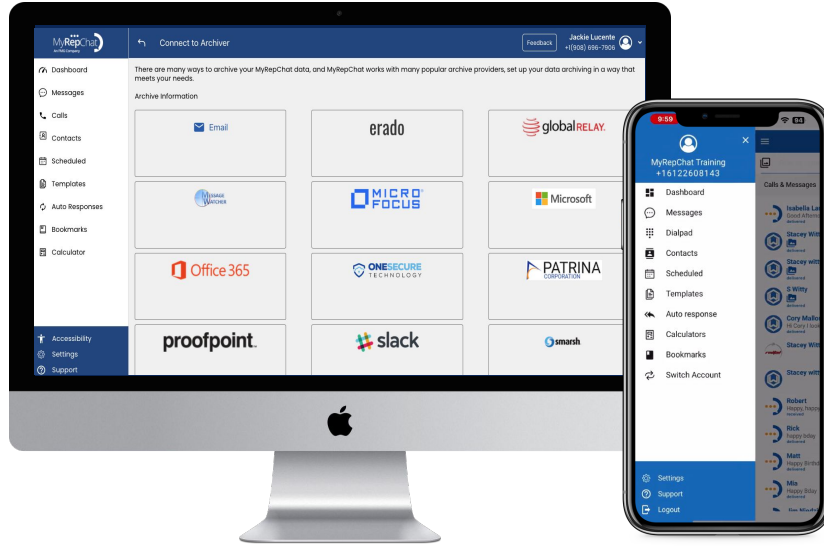
Social Posts  
October 08a Educational Social Sequence  
October 08a National Financial Literacy Month  
October 10 Link to Most Client Awareness in October  
October 12 National Cyber Security Awareness Month  
October 8 Promoters Alerts Draft  
October 16 Get set go: Prepare as You Drive  
October 20 The Healthy Decision-Making Hack: Lessons from Work and Life  
October 20 The Financial Impact of Electric Vehicles Client Outreach  
October 20 Link to Your #Best Places to Live in 2025  
October 20 Which Market Are You Watching?  
Financial Friday Tips Social Sequence  
July: America's Open Enrollment Period  
October: National Latino Heritage Awareness

DIFM  
February  
2025 Video

Scan to  
learn more  
about Do It  
For Me >>



# We're better together.



Text and email are a strong marketing pair for financial advisors to contact clients directly while following regulations. Discover **MyRepChat**, a compliant text messaging platform that enhances and streamlines business communication\*.

## Text-Messaging - Fast Facts:

- 98% open rate
- Read rate within three minutes of delivery
- An average person in the US only completes six phone calls per day, but sends or receives 32 texts



**Scan QR code to  
request a Demo**

# Save the date for our next webinar!

## Did You Know?

**Wednesday, Feb. 26th -  
11 am PT / 2 pm ET**



# Download the FMG App!



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