

Financial Services CONTENT MARKETING

CONTENT ANSWERS AN IMPORTANT QUESTION

DO I TRUST YOU WITH MY MONEY?

FINANCIAL SERVICES INDUSTRY RANKS LAST FOR TRUST¹

MOST EFFECTIVE TYPE OF CONTENT²



75% OF CLIENTS WANT PERSONALIZED UPDATES³

TOP PERFORMING LEAD GENERATION SUBJECTS⁴

RETIREMENT

MEDICARE

PORTFOLIO RISK

80% OF CLIENTS PREFER⁵

Email Communications

CONVERSION RATES BY TRAFFIC SOURCE⁶

4.9% Paid Social Media
4.1% Organic Social Media
19.1% Email

BRAND AWARENESS

TARGET A SPECIFIC AUDIENCE

RELATIONSHIP BUILDING

TOP CONTENT MARKETING BENEFITS⁷

Sources

1: Edelman Trust Barometer Report, 2020

2 & 7: Brandpoint, State of Content Marketing for Financial Services, 2019

3 & 5: Y Charts, How Can Advisors Better Communicate with Clients, 2019

4 & 6: Snappy Kraken, State of Digital Marketing, Financial Adviser Marketing Report, 2020

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