

Video Marketing for Financial Advisors

How financial advisors can use online video to attract prospects and enhance their reputation



Hundreds of people visit your website long before they step foot in your office – for this reason, it's important that you engage them, earn their trust and educate them on your services in a way that resonates with them. One of the most successful ways to attract prospects to your website and convert them to leads is with informative and engaging online video.

Video is an effective way to demonstrate who you are and to profile your services. You can build relationships and trust with your potential client's before they've even met you! Video allows you to establish a trustworthy, transparent and authentic voice – something you strive for and something that your prospects certainly look for.

Online Video Adoption is Soaring

There's no question about it – online video is soaring. Today video makes up 50% of all online traffic and by 2014 that number is predicted to reach a whopping 90%, according to Ciscoⁱ. Today people want a quick, easy way to consume information and they don't want to read large chunks of text. In fact, Google is regularly returning video in organic search results – an indexed video stands a 53X greater chance of ranking on the first results page than any textual page (Forrester)ⁱⁱ.

So what does this mean for you?

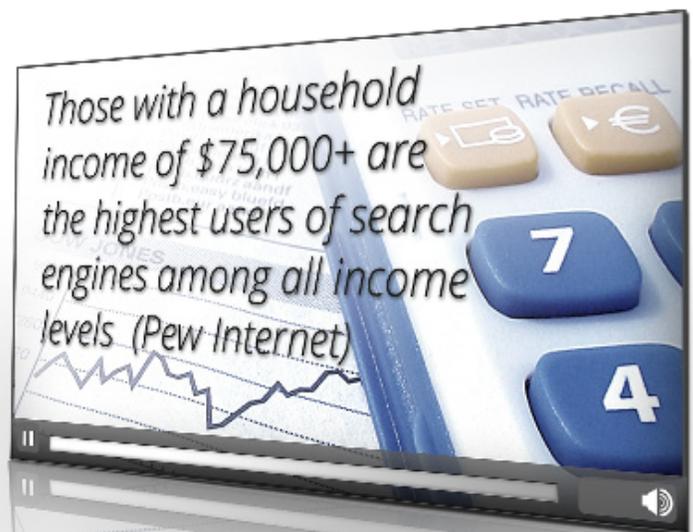
With video soon to make up 90% of internet traffic, your static website will become less relevant in the eyes of both search engines and your prospects. Your viewers will expect you to have video – they will want to know more about you, your services and how you can help them and they will want you to tell them in a quick and engaging way. They will want to see who they will potentially be doing business with – it adds credibility to your services and increases the chance that they will choose you over another financial advisor.

In order to keep a competitive edge, it's no longer sufficient just to have a nice looking website. You must be able to interact with your viewers – video is a key way to communicate with them online. Provide them useful information and give them great content which lets them see that you have the expertise they are seeking.

Who is searching for you online?

According to Pew Internet, those with a household income of \$75,000+ are the highest users of search engines among all income levelsⁱⁱⁱ. While this is only 6% higher than the percentage of all online adults who use search engines, it simply reinforces the fact that members of advisors' target market are using search engines. This means that when they are looking for a financial advisor, they are looking for information online. Will they find you?

Building and maintaining an online presence can range from activity on social networks all the way to fully integrated marketing plans with well-optimized websites, landing pages and video. It is the forward-thinking advisors though that will adopt these effective marketing tools.



Video Drives Business

- Landing pages with professional video generate **4-7x more** engagement and response rates *(SearchEngineWatch)*
- Videos in universal search results have a **41% higher** click through rate than their plain text counterparts *(ReelSEO)*
- Affluent consumers prefer video and search to other digital advertising formats, as **41% of affluent consumers** reported to eMarketer that they took an action after seeing one of these two ad formats. *(eMarketer, August 2011)*
- Over **64%** of C-suite decision makers use video for business insight and advice, **59% prefer video** over print and 42% report making a purchasing decision based on video.

What this tells us is that decision makers like to gather information by watching videos.

Video Marketing Insights for Financial Advisors

Did you know your prospects are looking online for a financial advisor? Often times they don't know a financial advisor and they don't know off hand someone who can refer them either. There is convenience in searching online to see if they can find the solution to their financial problems. The people that are going online to watch a financial video are doing so because they have a problem and they are looking for someone to provide a solution.

How can you be the one that resonates with them? In the first place, the viewer has to be able to find the video, they have to be engaged enough to play it and watch it in full and lastly, they have to be so compelled that they call you for more information. Lets review each.

Searchers must find your video

Optimizing your video for search engines is key – this should be done first and foremost with relevant content as well as compelling, relevant titles, descriptions and keywords that make sense for your business and what your prospect is looking for.

When your business integrates relevant videos that align with the content of your website, search engines find and index the videos within the site's context. This improves your overall website and video search ranking as it relates to your companies' content strategy meaning more targeted search-based traffic for you.



*Videos in universal search results have a **41% higher click through rate** than their plain text counterparts*
(ReelSEO)

They must press play

Ok, so the searcher was able to find your video – but that doesn't mean they will press play. Unless you have a relevant headline and description, nobody will click on your video. It's a very niche group of people interested in watching your videos – those seeking a financial information source or those seeking information to solve a particular problem related to your services. For this reason, the types of videos you are creating shouldn't be expected to go viral nor do they need to in order to get watched by members of your target market.

They should watch the video in full

It's important to evaluate the effectiveness of your video so you know what you are doing right and more importantly, what you are doing wrong. If nobody is watching your video until the end it is probably not compelling enough and you should re-evaluate your video marketing strategy. It's important for you to know your prospect's problems and how you can address them. It also takes an experienced video producer to know what a targeted online viewer is looking for and how to get you to convey a message that will resonate with that audience.

They should be compelled to take action

If you are a financial advisor offering your services and you are using video to market those services, it is highly suggested that you don't focus the video on yourself; rather it should be focused on how you can help your prospects. The only way to get a viewer to take action (ie. pick up the phone and call) is to create a compelling video that helps solve your viewers' problems.

Your prospect is watching video ^{iv}

48% of people use video to find more information about particular services, 29% use it to check out the competition and 16% use it to research companies to try and find services.

Four Ways to Use Video

Here we offer four ways to use video in order to improve your content and engage your online visitors and prospects.

1 Tell your story

There's no better way to tell your unique story than with video. Use video on your websites home page or 'About Us' page that communicates your vision and philosophy. Doing so can help to build an immediate connection and lasting impression before viewers have even met you.

2 Share your expertise

Video on your services page can help attract and convert potential clients. You can create informative videos that provide viewers with an in-depth look at your expertise.



3 Use your social channels

Video is a powerful tool for engaging your prospects on social channels and your blog. Consider adding videos regularly on topics your clients will find interesting in order to increase engagement and interest. Position yourself as a go-to resource for information and tips with prospects and clients.

4 Drive relevant traffic

Search engines love video and so it can be used to ensure you appear in searches and to drive relevant traffic to your website. In fact, videos in universal search results have a 41% higher click through rate than their plain text counterparts (ReelSEO). Think about creating a variety of videos, each focusing on different relevant search terms that your prospects would likely be searching for on the Internet.

How Advisors are Using YouTube

Billions of videos are watched on YouTube every day. In fact, more content is uploaded to YouTube in a 60 day period than the three major U.S. television networks created in 60 years^Y. It's obvious that millions of businesses are out there trying to leverage this audience but you may be asking yourself, how, as a financial advisor would I use this platform?

Position yourself as an expert & establish credibility

It's important to position yourself as an expert in your videos. By producing engaging, useful and relevant content you send the message to your target market that you know what you are talking about. You also stay top of mind for prospects and current clients and give them a reason to return to your YouTube channel, website or to do business with you.

Reaching your target audience

Google owns YouTube – in fact, YouTube is the second largest search engine next to Google (comScore). By establishing yourself on YouTube you are building a relationship with the largest search engine in the world. Not a bad start if you are trying to build awareness and reach your target audience. Think about including how-to's, tips, interviews and success stories that will engage and help increase your viewership.

SEO & publishing to social channels

Once you've established a branded YouTube channel and built a video library, you can feature your videos anywhere. In fact, you can embed or feature them on all of your social platforms to maximize marketing results. Post videos to Facebook, LinkedIn, Google+ and Twitter, publish them on your blog and send them through your e-newsletters. Be sure to include relevant video titles, descriptions and tags so the right people find your videos on YouTube.

*Today video makes up **50%** of all online traffic and by 2014 that number is predicted to reach a whopping **90%***

(Cisco)

Video Solutions for Financial Advisors

30,60 and 90 second professionally produced HD videos:

- *Optimized for TV, web and mobile viewing*
- *Profile, Ad or News formats*
- *Scheduled at a time and location convenient for you*

Video Solutions



Profiles

Engaging and unscripted videos that provide clients with the opportunity to deliver a personal message to potential customers in their own style and tone.



Ads

Either scripted with a professional voiceover or interview-driven to deliver a positive first impression and drive higher conversion.



Testimonials

Captures customer experiences through authentic, unscripted interviews that build trust and credibility



News

Compliments traditional PR methods with videos that are journalistic in tone in order to establish credibility and drive media interest.

Appendix:

- i. http://socialtimes.com/cisco-predicts-that-90-of-all-internet-traffic-will-be-video-in-the-next-three-years_b82819
- ii. <http://www.reelseo.com/video-50-rank/>
- iii. <http://www.pewinternet.org/Reports/2011/Search-and-email/Report.aspx>
- iv. <http://www.fosterwebmarketing.com/library/5-reasons-why-attorneys-need-to-use-web-video-now.cfm>
- v. <http://financialsocialmedia.com/facebook/3-must-know-youtube-strategies-for-financial-professionals/>

Contact us to experience how impactful adding professional videos to your marketing mix can be.

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