

# Your roadmap to growth: Building a results-driven marketing plan



## Introduction

A strong marketing plan is essential to unlocking your firm's growth potential. It's not just about generating leads – it's about turning those leads into clients and fueling your business's success. By creating a plan that aligns with your goals and focuses on the right strategies, you can build your brand, improve efficiency and drive sustainable growth. This guide walks you through key steps to expanding your lead sources beyond traditional methods, even if you're working with limited marketing experience or resources.

## Strategy

### 1. Setting goals for client acquisition

- Set goals based on overall growth ambition. Calculate your revenue growth from new clients broken down by source using a trailing three-year average
- Set objective for desired revenue growth from new clients (see below)

**Hypothetical example is only for illustrative purposes**

New client source	Past revenue growth rate	Growth rate goal
New client revenue - Referrals	3%	5%
New client revenue - COIs*	1%	2%
New client revenue - Digital channels	0%	2%
<b>Total</b>	<b>4%</b>	<b>9%</b>
<b>New client leads</b>		<b>+50%</b>

With clear client acquisition goals in place, you can now align your marketing budget to support these targets. By understanding where your growth will come from, you can allocate resources to the right channels to maximize impact.

\* Centers of influence

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## 2. Determining your marketing budget

- **Align your budget with your business goals:** The industry average for marketing budgets is approximately 2% of revenue. Start here and adjust as needed.<sup>1</sup>
- **Scale your budget based on growth ambitions:** If you're aiming for higher growth, you may need to increase your marketing spend to 3% or more. It's all about matching your budget to your growth goals.
- **Track key metrics to see what's working:** Use the key performance indicators listed below as leading indicators to gauge where your marketing is paying off.
- **Adjust as you go:** Marketing isn't a set-and-forget process. Regularly check how your campaigns are doing and tweak your budget to focus more on what's working best.

## Key performance indicators (KPIs) that can lead to growth

Increasing your leads is essential to driving revenue growth. As you target a specific percentage growth in new clients, focus on generating enough leads to support those targets. The following key metrics will help you track and measure the effectiveness of your lead generation efforts, making sure you're converting leads into clients and efficiently growing your business.

	What It Is:	Why It Matters:
1. Click-through rate (CTR)	The percentage of people who click on links in your emails, ads or other digital marketing materials.	A higher CTR means your message is resonating, and more prospects are engaging with your content – leading to more potential client conversations.
2. Lead generation	The number of new prospects expressing interest in your services.	More leads means more opportunities to turn prospects into clients, fueling your growth.
3. Cost per lead	The average cost of generating each lead.	Knowing this helps you optimize your marketing budget and identify the most cost-effective ways to attract new clients.
4. Meetings	The number of leads that progress to scheduling a meeting or deeper engagement.	Meetings are a critical step in moving a lead from interest to becoming a client.
5. Conversion rate	The percentage of leads that turn into clients.	A higher conversion rate shows that your sales and marketing efforts are effectively turning interest into business.
6. Client acquisition cost (CAC)	The total cost to acquire a new client, including all marketing and sales expenses.	CAC shows how efficiently you're converting prospects into clients and provides a full view of your client acquisition strategy's cost-effectiveness.

<sup>1</sup> Source: Charles Schwab, "Insights from the 2024 RIA Benchmarking Study."

# Identifying your target market

1. Understanding the niche or target market you're looking to focus on allows you to tailor your services and message to meet their unique needs.
  2. Focus your marketing efforts on the platforms and channels where your target prospects are most active. For example, business professionals may be more accessible on LinkedIn, while retirees could be better reached more effectively through events or social media.
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## What to consider when building your marketing plan

Your unique value proposition is essential to your marketing plan because it defines what sets you apart from other advisors and clearly communicates why clients should choose you. It's the foundation of all your marketing efforts, helping you attract the right clients and differentiate yourself in a competitive market.



### 1. Tailor your message:

- Ensure your marketing directly addresses the specific needs of your target audience.
- Example: For business owners, highlight how you can help with challenges such as corporate benefits, cash flow and succession planning.



### 2. Consistency across channels:

- Your value proposition should be consistently communicated across all marketing platforms – website, social media, emails and in-person meetings.



### 3. Highlight key differentiators:

- Clearly showcase what makes you unique, whether it's your personalized service, niche expertise or track record of success.
- Example: If you specialize in working with business owners, demonstrate how you've helped clients reduce tax liabilities through strategic financial planning or effectively integrate personal and business finances for better overall wealth management.

# Implement your marketing plan

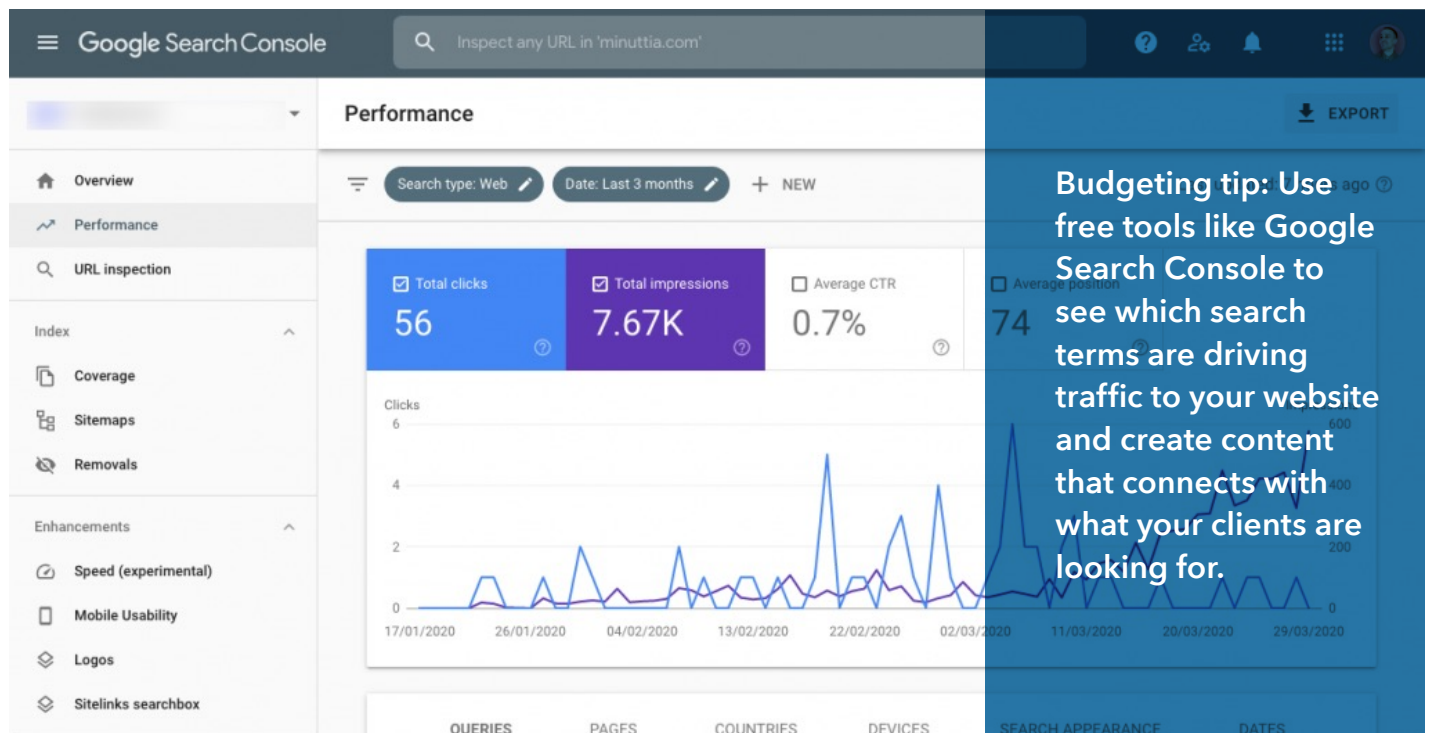
This section offers actionable steps to kick-start your marketing plan, focusing on digital tactics and client events. While not an exhaustive list, these strategies are designed to deliver impact quickly. You'll also notice that the tactics are loosely organized by cost, starting with lower-cost options and moving to higher-investment strategies. This allows you to start small, scale as you see results and get the most out of your budget.

## Step 1: Build a strong online presence with low-cost tactics

- These are the first steps that should be taken to have the biggest impact right away and set you up for long-term success. Most of these updates can be handled by your current team, focusing on improving your website and social media presence, without needing extra marketing budget.
- **Budget:** Covered by current IT/marketing budget

## Build and optimize your website with best-in-class Search Engine Optimization (SEO)

Your website is the face of your business, so make sure it's mobile-friendly and easy for potential clients to find. A well-optimized website helps people understand what you offer and gives them easy ways to get in touch.



### Keyword research to improve SEO

- Knowing what your target clients are searching for allows you to create content that speaks directly to their needs. Tools like Semrush can help you identify popular search terms and analyze competitors' keywords, ensuring your website ranks for the phrases your ideal prospects are using.
- **Key tip:** Focus on creating content that will rank for terms relevant to your ideal clients, ensuring they find your services when they need them.

**Budget:** Minimal costs, especially if your website is already up and running.

**KPI:** Higher visibility in search results and more traffic to your website.

## Content marketing

Creating valuable content positions you as a thought leader and trusted advisor, which is critical when prospects are deciding whether to work with you. High-quality content on your website and social media not only keeps your audience engaged but also improves your visibility in search results. Sharing your insights regularly builds credibility and helps prospects feel confident in your expertise.

**Budget:** Minimal if content is produced in-house

**KPI:** Increased web traffic and engagement

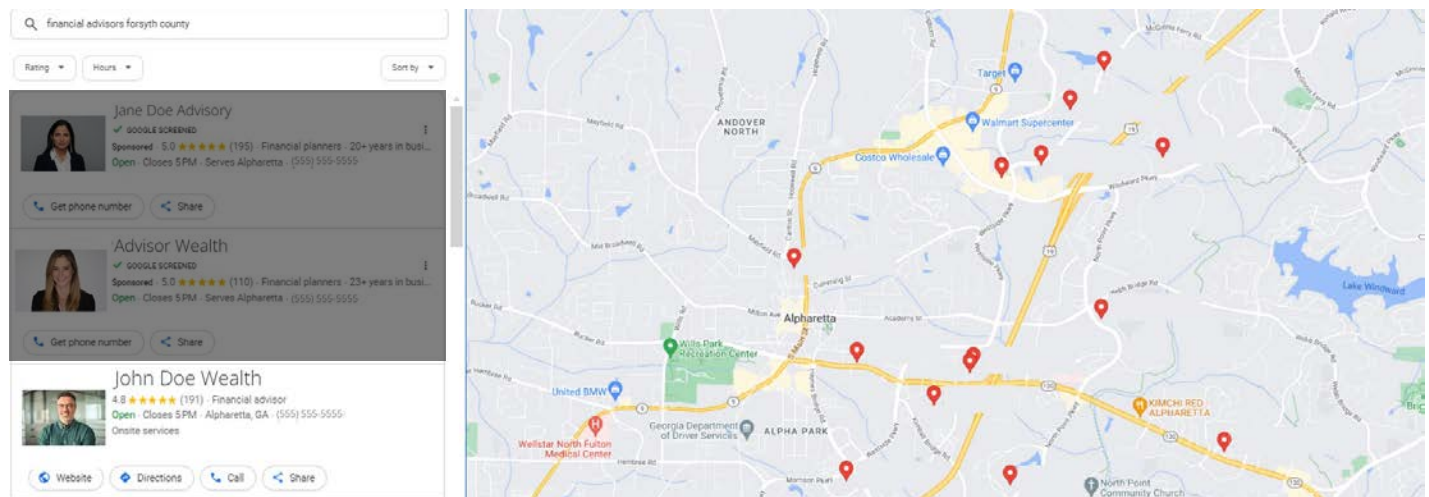
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## Own local Google searches

Leverage local search results to help potential clients in your area find you. Your Google Business profile is often the first impression someone has of your firm, so keeping it updated with higher scoring client reviews will boost both your credibility and visibility. This simple step can lead to more local traffic and client inquiries.

**Budget:** Minimal

**KPI:** More organic site traffic



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## Step 2: Expand your reach with scalable digital prospecting strategies

Once you've established a strong online presence, it's time to focus on scalable strategies that can grow your client base. This step involves using email marketing and content marketing to reach a wider audience and generate leads. These tactics allow you to stay in front of potential clients with minimal ongoing investment, making them cost-effective tools for growth.

### Email marketing

As your online presence grows and more prospects engage with your website or social media, email marketing becomes a powerful way to nurture those leads. Regularly sending relevant content, updates or event invitations helps keep your firm top-of-mind, while always including a clear call to action – like scheduling a meeting – moves prospects closer to becoming clients.

**Budget:** Minimal if you currently leverage customer relationship management software (i.e. Salesforce)

**KPI:** More opens, open rates, click-through rates (CTRs) and scheduled meetings

## Maintain a strong social media presence

Your social media profiles are key touchpoints where prospects will form impressions about your firm. A professional, well-maintained profile, where you actively engage, can build trust and help you stay top-of-mind with potential clients. Being active on LinkedIn, Facebook and other platforms helps increase your visibility on the platforms where your target clients may be spending time.

**Budget:** Minimal assuming already leveraging created content and materials

**KPI:** More site traffic and engagement with your content, which can lead to more business

## LinkedIn Sales Navigator

LinkedIn Sales Navigator (LSN) is a powerful paid tool that helps you identify and proactively connect with key prospects. LSN allows you to share targeted content, track engagement and reach out to prospects directly. It can also integrate with your CRM, giving you valuable insights into how well your outreach tactics are performing.

**Budget:** Varies based on tiered service. For details visit <https://business.linkedin.com/sales-solutions/compare-plans>

**KPI:** Leads and meetings

The screenshot displays the LinkedIn Sales Navigator interface. At the top, there's a navigation bar with 'HOME', 'LISTS', and 'DISCOVER'. Below this is a search bar with the text 'Search by keywords or boolean' and a 'Save search' button. The main content area is divided into two tabs: 'Lead results' (selected) and 'Account results'. On the left, there's a sidebar with a 'Keywords' section containing 'linkedin' and a 'Filters' section with various criteria like 'Include/exclude', 'Geography', 'Relationship', 'Company', 'Industry', 'Company headcount', 'Seniority level', 'Function', 'Title', and 'Tags'. The main results area shows a list of leads with their profiles, names, and titles. At the top of the results, there are summary statistics: 74,040 Total results, 3,776 Changed jobs in past 90 days, 61 Mentioned in the news in past 30 days, 10,266 Posted on LinkedIn in past 30 days, and 2,284 Share you.

### Step 3: Accelerate growth with client events and paid ads

At this stage, you'll be investing more in strategies designed to drive faster growth and convert high-quality leads into clients. This step focuses on hosting client events and leveraging paid ads to create stronger connections and generate more business. While these tactics require a larger budget, they have the potential for significant returns by engaging prospects directly and driving them to take action.

#### Client events

Hosting well-targeted client events, whether virtual or in person, is a way to deepen relationships and convert prospects into clients. For example, an employee benefits seminar for HR professionals can demonstrate your expertise, while a client appreciation dinner allows you to build personal connections. Events like these provide valuable touchpoints that can lead to real business growth, as attendees gain insights and become more likely to engage your services.

**Budget:** Varied by format, size and location

**KPI:** Leads and new clients from event

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#### Social and search ads

Platforms like Google, LinkedIn and Meta (Facebook/Instagram) offer highly targeted ads that allow you to reach prospects based on demographics, behavior and search intent. By investing in paid ads, you can help ensure your message reaches the right people at the right time. These platforms also offer optimization tools to help ensure you're spending efficiently and seeing the best possible results. Ads can be tailored to generate leads, drive traffic to your website or prompt actions like scheduling a consultation.

You can easily scale your ad spending up or down depending on what you're comfortable with and what's delivering results.

**Budget:** 2-5% of revenue, scalable based on goals

**KPI:** Leads and meetings

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### Conclusion

Creating a well-defined marketing plan is essential for achieving your firm's growth goals. By setting clear objectives, aligning your budget and leveraging a mix of digital tactics and client engagement strategies, you can build a marketing framework that drives results. Remember, your plan should be adaptable – regularly review your progress, make adjustments where needed and stay focused on reaching your targets. With a solid marketing strategy in place, you'll be better positioned to grow your client base and achieve long-term success.

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