

By Marly Broudie.

In this digital age, financial service providers need to embrace digital marketing strategies to remain competitive, expand their online presence, and generate quality leads. With the ever-increasing number of online users, leveraging the power of digital marketing can significantly enhance their visibility, attract a wider audience, and ultimately drive business growth.

In this article, we will explore effective strategies, such as search engine optimization (SEO), content marketing, social media campaigns, and pay-per-click advertising. Additionally, we will provide practical examples of professional service providers who have achieved notable success by implementing these strategies.

Search Engine Optimization (SEO)

Search Engine Optimization (SEO) plays a crucial role in improving the visibility of financial service providers' websites and increasing organic traffic. By optimizing their websites with relevant keywords, creating high-quality content, and building authoritative backlinks through a strategized SEO strategy, financial service providers can improve their rankings on search engine result pages (SERPs).

Case Study: Law Firm

To improve the online visibility and attract local clients for a law firm based in Toronto, it was crucial to conduct thorough keyword research and optimize the website for relevant search terms and consistently add high quality content on the website weekly (high-quality long form blog posts and articles focused on providing valuable information to their target audience). Backlink strategy was implemented as well as meta-data best practices. As a result of these efforts, the website started appearing on the first page of search results for their target keywords in a 9 month period, leading to a significant increase in website traffic and more qualified leads.

Content Marketing

Content marketing is a powerful tool for financial service providers to establish thought leadership, build trust with their target audience, and drive engagement. By creating informative and engaging content such as blog posts, whitepapers, and e-books, financial service providers can position themselves as experts in their field and attract potential clients.

Case Study: Mortgage Brokerage

A mortgage brokerage successfully utilized content marketing to attract and engage their audience. They developed a series of educational videos on mortgage rates, tips, insights and calls to action (to book a consult), which were published and shared across various social media platforms. These videos provided valuable insights and tips to viewers, positioning the brokers as a trusted source of financial information. As a result, the videos gained substantial traction on social media, attracting a large number of viewers and increasing brand awareness. By consistently providing valuable content, the brokerage was able to build a loyal following and convert viewers into clients.

Social Media Campaigns

Social media platforms like Facebook, Twitter, LinkedIn, and Instagram offer unique opportunities for financial service providers to connect with potential clients, build brand awareness, and drive engagement. By sharing informative content, engaging with their audience, and promoting their services, financial service providers can leverage social media to their advantage.

Case Study: Insurance Brokerage

A GTA-based insurance brokerage, effectively utilized social media advertising to promote their life insurance product(s). They ran a live event on Facebook, defining specific demographics and interests to reach a relevant audience. The campaign included engaging visuals, compelling ad copy, and a clear call-to-action, prompting interested individuals to learn more about the product and register for the event. As a result of their well-targeted campaign, the live event was well attended, and the brokerage was able to secure prospective client's email addresses to further nurture into a funnel of potential opportunities.

Pay-per-click (PPC) Advertising

Pay-per-click (PPC) advertising is a cost-effective and measurable way for financial service providers to drive targeted traffic to their websites. Platforms like Google Ads and Bing Ads allow businesses to display ads to users who are actively searching for relevant keywords. By carefully selecting keywords, optimizing ad copy, and monitoring campaign performance, financial service providers can attract potential clients to their websites and increase conversion rates.

Case Study: Accounting Firm

An accounting firm was able to achieve success through a well-executed PPC advertising campaign. They targeted individuals searching for tax planning services in their area by selecting relevant keywords and creating compelling ad copy that highlighted their expertise and services. By continuously monitoring the campaign performance and optimizing their ads, this firm achieved a high click-through rate (CTR) and a significant increase in client inquiries, ultimately leading to business growth.

Conclusion

Financial service providers can greatly benefit from leveraging digital marketing strategies to enhance their online presence, reach a wider audience, and generate quality leads. The practical examples discussed in this article demonstrate the tangible success achieved by financial service providers who have embraced digital marketing. By implementing effective strategies such as search engine optimization (SEO), content marketing, social media campaigns, and pay-per-click (PPC) advertising, financial service providers can position themselves as industry leaders, build trust with their audience, and drive business growth. As the digital landscape continues to evolve, it is imperative for financial service providers to adapt and leverage the power of digital marketing to thrive in the modern business environment.

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