

Enhancing Visibility, Building Brand, and Strengthening Relationships

FLX Marketing offers flexible solutions to meet you wherever you are in your marketing journey. A comprehensive, omnichannel, and targeted, marketing strategy is critical to gain mindshare with financial advisors and key decision makers at wealth management firms, differentiate your offerings, and increase AUM.

The Challenge

Facing increased competition, fee compression, and fund rationalization, it's harder than ever for asset managers to get product placement at wealth management firms and grow their business.

Consider:



The best-performing product likely won't have traction without brand or product awareness.



The most compelling white paper and intellectual capital likely won't grow assets without an effective strategy to reach and engage with an interested audience.



The sales cycle is longer than ever, requiring persistency and consistency to build awareness, establish trust, and remain relevant.

FLX Marketing offers a better way

Table Stakes Deliverables

Develop core messaging and collateral

Leverage FLX's expertise to develop/refine your messaging, positioning and key differentiators; and upgrade/update core collateral including fact sheets, presentations, and other materials

Lead Generation

Increase visibility and reach:

FLX targets financial advisors and key decision makers across U.S. Wealth management through a curated data base with your marketing messages and content.

Perpetual Relevance

Drive engagement through "always on" resources:

FLX offers website development and multi-media content to provide multi-channel delivery of your messaging, allowing key decision makers and advisors to engage virtually in the ways most important to them

Efficiency and Scalability

Access on-demand resources:

Cost-effective marketing solution allowing you to reduce fixed costs through a shared service providing ongoing foundational marketing support and the flexibility to capitalize on product launch and other opportunities

Contact Us At FSP@FLXNETWORKS.COM To Learn More.

Highly specialized financial service marketers execute and implement your marketing strategy, letting you focus on your core capabilities

Table stakes deliverables

Core messaging and collateral



Collateral and Support

Build a sound marketing foundation to present your story consistently, efficiently, and effectively

FLX can help you develop core collateral, including fact sheets and presentations, and assist with ongoing updates and support to remain timely and relevant.

Our marketing services include:

- ✓ New material development
- ✓ Content upgrade
- ✓ Monthly/quarterly updates



Websites

Build and maintain a digital presence to engage with clients and prospects when and how they want to interact

FLX helps you remain perpetually relevant with an impactful website to deliver your message, capabilities, and services to clients and prospects.

Our capabilities include:

- ✓ Website build
- ✓ Webpage build
- ✓ Landing page build

Lead generation

Increase visibility and reach



Lead Gen Emails

Utilize digital lead generation campaigns to expand reach, build visibility, and uncover opportunities

FLX targets financial advisors and key decision makers across U.S. wealth management through a six-series email campaign with your marketing messages and content.

Choose your audience within our curated data base:

- ✓ A targeted list of home office contacts based on contact coverage (FLX universe: 1,600)
- ✓ 10,000 financial advisors (FLX universe: 300,000+ advisors)



Digital Events

Drive engagement through live and on-demand webinars.

FLX Digital Events help you connect with your audience to build brand recognition and amplify product visibility.

Our services include:

- ✓ Professional webcast planning and production
- ✓ Brand sponsorship integration
- ✓ CE Credit facilitation and management
- ✓ 100,000+ financial advisors included in default outreach

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Perpetual relevance

“Always on” resources to increase awareness and drive engagement



Video

Engage with viewers and drive a positive connection with your brand

FLX Media is comprised of a team of professionals with decades of experience to bring your content to life. FLX Media delivers an unparalleled experience where finance and media intersect, and all videos are amplified through email and social promotion.

Video capabilities include:

- ✓ Brand videos
- ✓ Product videos
- ✓ Spotlight videos
- ✓ Remote videos



Public Relations

Implement a Public Relations strategy to engage your target audience

FLX PR brings a unique perspective to your story with an always-on approach that is additive to your lead generation efforts and fosters engagement from an organic perspective.

FLX PR includes:

- ✓ 1 -2 Press Releases and/or Media Pitches
- ✓ Subject Matter Expertise Opportunities
- ✓ Two Feature Articles with Placement

Different support levels offer quarterly, monthly, or monthly+ broadcast media press engagement, written articles, media training, and other services.

Efficiency and Scalability

On-demand resources



A Flexible Solution

FLX Marketing provides a cost-effective marketing solution allowing you to reduce fixed costs through a shared service.

Access FLX Marketing to provide as needed resources to support and enhance your marketing efforts:

- ✓ Ongoing foundational marketing support
- ✓ Support and consultation for product launches and other opportunities
- ✓ Ad hoc projects, like flyers and brochures
- ✓ Brand review and implementation

Simplify, modernize, and revolutionize your marketing today with the industry expertise, competitive pricing, and timely turnaround of FLX Marketing.

What you're looking for not listed?
Contact us, we can do it!

Contact Us At solutions@flxnetworks.com To Learn More.