

KEYNOTE  
PRESENTATION



## The BIG Mistakes Made with Digital Marketing

Digital marketing allows you to reach a vast audience of prospects and clients with one click, and therein lies the problem. When done incorrectly, digital marketing can quickly become a passive aggressive strategy. The prospects and clients you are hoping to reach are, in fact, people. They are not leads. To truly engage people, you need to present your content in a way that makes others want to engage.

### You Will Learn:

- The common digital marketing mistakes financial advisors make
- How to create curiosity in your content so people engage
- The appropriate length for emails, blogs, and other content
- Social media mistakes
- Mobile vs. desktop best practices
- The importance of analytics and search engine optimization

Suggested Presentation Time: 60 minutes

