

Putting growth online

How one advisor increased his appointment and conversion ratio with FMT's virtual education platform

Mark, the principal of a boutique financial advisory practice in a growing suburb, had been steadily acquiring new clients by leveraging FMT's financial education courses at a local community college before the pandemic hit. Until that moment, all of his classes were conducted in person.

However, as the virus began spreading in March 2020, Mark and his team quickly understood that they would need another way to reach qualified prospects. They also saw that the financial markets' heightened volatility offered an entrée to affluent investors reassessing their portfolios.

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The pivot

Working with FMT, Mark already had an in-person course scheduled right as local venues—including his local community college—began to close. Rather than cancel the event, the team immediately recast the in-person seminar as a virtual class. “We sent—or, in some cases, hand-delivered—workbooks to attendees,” Mark recalled. “We had 22 people sign up and pay to attend. This built-in prequalification—prospects pay for these courses—means that our class brought a high collective AUM to the table.”

Mark's first online seminar went well, with himself and attendees becoming comfortable with the virtual format—including one-on-one financial lab sessions, which allow for building stronger relationships and engagement with prospects.



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A repeatable methodology

Mark's next campaign was fully promoted as a virtual event. He had **10 attendees for the two-class course**. "Interestingly enough, we had two people ask for financial lab sessions before the second class took place," Mark noted. "And all these attendees brought significant AUM to the table, mostly in the one to three million range."

Mark was able to book **seven appointments**. "Seven out of ten? I'll take that any day," he remarked. "After those initial meetings, we were able to schedule closing appointments with five of those prospects. We're incredibly pleased with that."

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Some advice

"If advisors are thinking about doing this," Mark noted, "it's really a pretty simple process. Learn by getting one or two of these sessions under your belt. You need to raise your enthusiasm and have more interesting stories to keep these audiences engaged."

Mark's appreciation of online financial education has grown, despite the team's initial misgivings. He emphasized, "I had to do something. I didn't know if the online courses would work, and I was concerned. But clearly, the opportunities are there. Virtual has been working extremely well."

Looking ahead

Mark now has a consistent online engagement framework that can scale and adapt to his firm's client acquisition goals. FMT is committed to providing proactive service to Mark and the team as they continue to offer financial and investment services to the local community—and potentially beyond.

Emerging from the pandemic, he sees outsized value in the ease and flexibility of virtual education.

Asked whether he was planning to do more online courses, Mark was unequivocal, "Yes, absolutely."

10 attendees
7 appointments
2 new clients so far

Roughly \$2M in AUM

More clients &
AUM in pipeline

Expand your reach and generate growth with FMT's virtual courses

Quit missing out on big opportunities. Contact your account manager today to plan your virtual campaign.

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