

Transforming Your Financial Advisory Guide

from Onimod Global



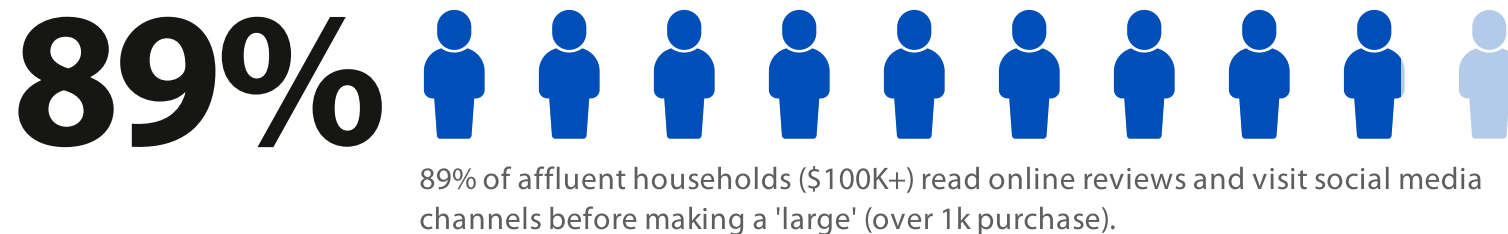


Performance Digital Marketing Agency

We deliver the ads that scales business and bring a depth of expertise in complex digital channels.



How digitally influenced are peoples buying behaviors?





What does this mean for you?

Digital Trust is the cog between Marketing & Sales

Your digital footprint is not only important for lead generation, but also vital for sales success.

Especially as your target demographic gets fueled by younger, more technologically savvy people.

People select you to guide their financial future because of who you are.

Your business should have a digital presence that extends that trust online.

Understanding the **Digital** **Age** of financial advisory marketing

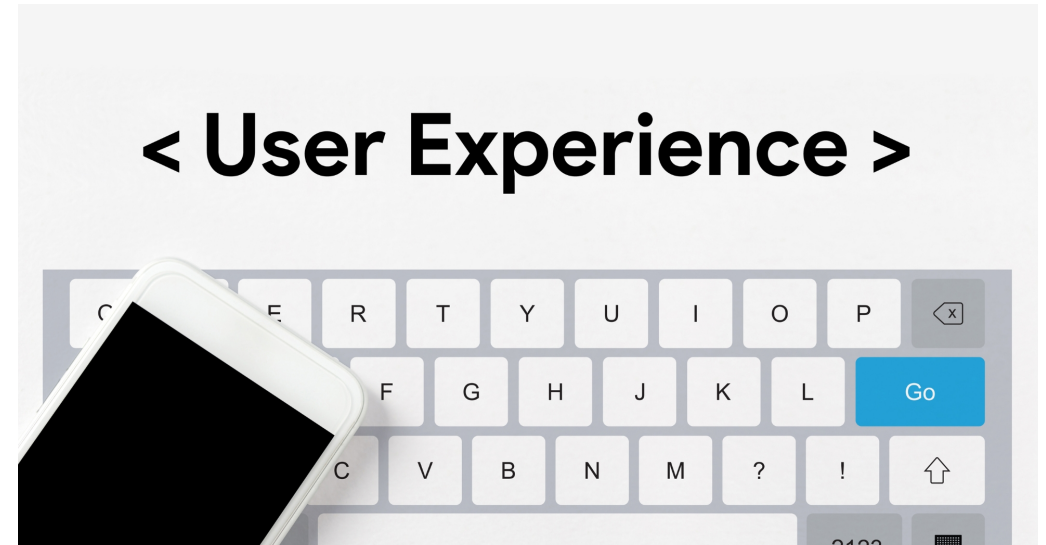
Build a digital presence that
extends trust online. Leverage
technology. Scale.



Website Design

A well-designed website can help to establish trust and credibility with users, which can be especially important for businesses.

Website pages with social proof or customer reviews bring 3.5x more conversions that those without.
(Bazaarvoice, 2018)





Digital Lead Generation

Meta Ads

Facebook and Instagram

233M

FACEBOOK USERS IN THE UNITED STATES

260M by 2027

52.6M

22.6% ARE AGE 55+

36.5% are age 45+ (85M)

Published by Statista on 8/2/23



Communication Plan

Email, SMS and chat bots.

41% of customers prefer live chat over phone and email support, or social media, even though 42% of businesses believe consumers prefer phone support (kayako 2022)



Social Media

Social media is already an important part of many digital marketing strategies, and it is expected to continue to be so in the future. Businesses will need to be active on social media to reach their audience and engage with them in real-time.

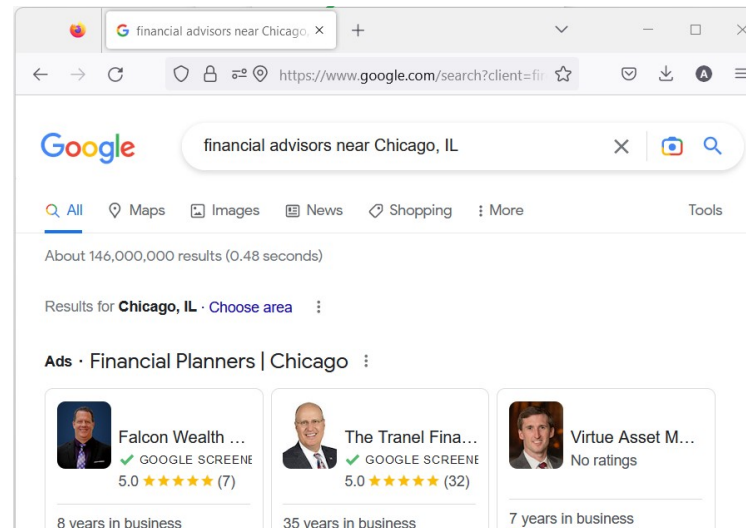
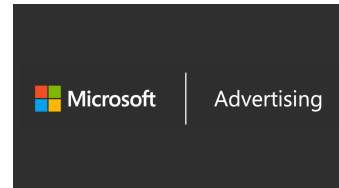
81% of consumers' purchasing choices are influenced by social media. (Forbes 2022)



Search Engine Visibility

Search engine optimization and paid search advertising allow you to dominate search results.

Nearly nine out of ten (88%) consumers make the effort to consult reviews when discovering a local business (Podium, 2021).





OnimodGlobal

Digital Marketing

www.onimodglobal.com