



Unlock Unprecedented Growth in 2025

A Complete Guide to Growing Your Business Faster to Create Enterprise Value

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The average Financial Advisor spends only \$16,000 on marketing each year—but 31% plan to increase their budget in the next 12 months.¹ What if you could grow your business not only by investing more in marketing, but by modernizing your approach to growth?

Find out how you can achieve growth more efficiently by focusing on marketing activities that provide a higher ROI and scale more effectively.



➔ Maximize Growth Potential

Target the growth strategies that matter—build stronger Centers of Influence (COI) relationships, attract ideal clients, and expand existing relationships.

➔ Remove Obstacles

Reclaim your time by offloading non-revenue-generating tasks so you can focus on the growth activities that move the needle.

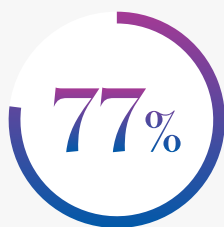
➔ Identify Practical Steps

Pinpoint opportunities to gain a competitive edge and create actionable short- and long-term growth strategies.

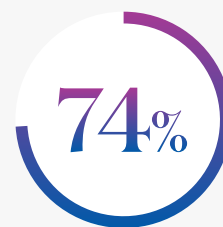
It's Time to Rethink Advisor Marketing



Struggle to allocate time to marketing²



Don't have a marketing plan³



Lack consistent communication with clients⁴

1, 2, 4. Source: <https://info.advisorstream.com/financial-advisor-marketing-trends-report-2024>

3. Source: <https://aldeninvestmentgroup.com/blog/2024-guide-to-financial-advisor-marketing/>

Optimizing Your Growth Channels

01

-  COI Relationships in 2025
-  Three Events That Generate Quality Leads
-  How to Make Digital Marketing Scalable
-  Time-Saving Strategies



COI Relationships in 2025

More than 70% of Advisors' best clients come from COI referrals, but have you considered how much work goes into earning and converting each of those referrals?⁵

A typical new client acquisition will require you to:

➔ Meet the COI

Connecting with COIs—like mortgage lenders, attorneys, or CPAs—takes intentional effort. From attending networking events to crafting personalized outreach, you spend time finding the right partners who align with your vision and client needs.

➔ Nurture the Relationship

Staying top of mind with your COIs requires consistency. Whether you're sharing valuable content, hosting exclusive events, or fostering connections over coffee, building trust and maintaining relevance demands regular engagement.

➔ Convert the Referral

When a referral does come your way, the real work begins. On average, it takes two months to turn a referral into a client.⁶ During that time, you invest in building rapport, addressing their unique needs, and showcasing your value—all while striving to deliver a seamless, high-touch experience.

Notably, this process doesn't get meaningfully easier with time. Your COIs are constantly being approached by other Advisors vying for their attention and referrals. Maintaining these relationships requires consistent effort and intentionality. Advisors who invest in nurturing their COI connections stay top of mind when it matters most; those who don't risk losing the opportunity as competitors step in to capture future referrals.



5. Source: <https://www.fa-mag.com/news/the-art-of-winning-ultra-high-net-worth-clients-75454.html>

6. Source: <https://info.advisorstream.com/financial-advisor-marketing-trends-report-2024>

Optimizing Your COI Strategy for Maximum Impact



Reusable Nurture

Most traditional nurture activities, such as attending events with your COIs, are **“single use”**: repeating them in the future requires the same amount of time and effort. Instead, you could focus on nurture tactics that are **reusable**, such as creating “evergreen” digital content or producing newsletters that can be sent to multiple COIs simultaneously.

The result? Every bit of time and effort you invest in building and maintaining your relationships produces more value for your business.



Compounding Activities

Focusing on individual relationships delivers **incremental growth**. Your reputation grows with the individual COI, but you will have to start from scratch when you meet a new one. A more effective approach to managing COI relationships is to invest in brand building, which delivers compounding returns over time and drives more efficient growth.

Brand building not only simplifies client acquisition by enhancing credibility but also strengthens client retention, creating a foundation for sustainable, long-term business success.



Automation and Outsourcing

Most Advisors don't have enough time to nurture COI relationships to their fullest potential. This can be solved by:

Automating Communication: Using technology to more efficiently manage your digital marketing or simplify communication with your COIs.

Outsourcing Tasks: Leveraging partnerships to reduce the volume of non-revenue-generating activities you are responsible for.

How to Increase COI Referrals

✓ IDENTIFY SHARED INTERESTS

Find ways to bond with COIs, such as sailing and traveling. This will make it easier and more natural to build a strong relationship.

✓ OFFER REFERRALS

Connect your existing clients with new COIs. Demonstrating reciprocity fosters trust and encourages them to do the same.

✓ LEVERAGE SOCIAL MEDIA

Maintain consistent engagement with COIs on platforms like LinkedIn or Facebook. Share valuable insights to showcase your value and stay top-of-mind for future referrals.

What are some of the best ways to grow your marketing without COI?
Let's start with in-person events



Compliance Considerations

The SEC's Marketing Rule of 2022 has been impactful to COI relationships. Advisors should be aware of the Rule's treatment of Promoters like COIs using Endorsements and Testimonials to promote your practice along with the treatment of Non-Cash Compensation. And don't be aloof to your fiduciary responsibilities in making referrals to the COI that is best aligned to your client's needs. You should always discuss the development and nurturing activities when building upon these complex relationships with your Compliance Department.



Three Events That Generate Quality Leads

Seventy percent of Advisors report success with in-person events—but how do you make yours deliver impactful results?⁷ The following examples provide strategies to drive efficient growth:

EDUCATIONAL EVENTS

Personal Finance Classes

Host educational seminars or multi-day workshops for the public, focusing on topics aligned with your experience or niche. Maximize impact by strategically marketing the event to high-net-worth individuals through targeted email campaigns and social media advertising.



Shows value to prospective clients



Builds your niche authority



Drives highly qualified leads



Tip Collaborate with real estate professionals, attorneys, wellness or life coaches, or other relevant professionals to run events more frequently. This will help you offer more value to attendees and attract a broader range of prospective clients. It will also turn your event into an opportunity to build a stronger relationship with the COI—while helping to spread the marketing costs.

COMMUNITY EVENTS

Charity Day

Organize a charity event and invite your existing clients, prospects, and COIs. Whether it's a 10K run, a golf tournament, an auction, or another activity tailored to your audience's interests, this is a great way to build relationships while supporting a meaningful cause.



Creates networking opportunities



Increases local visibility



Drives leads



Tip Add a fun, competitive element to motivate your clients and COIs to involve their friends and coworkers. For instance, a client with “gym buddies” might invite them to join a race, instantly boosting the number of potential leads at your event. This approach naturally encourages participation without making the event feel overly focused on networking.

Compliance Considerations

As a fiduciary be mindful of potential conflicts that exist in non-profit promotions particularly if the recipient 501(c)3 is owned by clients or if you or they serve in an official capacity with the charity. Discussing potential conflicts and related issues with your Compliance Department is always recommended.

⁷ Source: <https://info.advisorstream.com/financial-advisor-marketing-trends-report-2024>

SOCIAL EVENTS

Client Appreciation Party

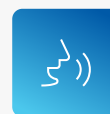
Throw a party for your existing clients and invite COIs to meet them. This is a relatively low-cost way to build stronger relationships and ultimately drive more referrals.



Creates networking opportunities



Increases local visibility



Drives leads



Tip

Give every attendee a plus one and encourage them to bring a friend. This will help simultaneously maintain the event's exclusivity while providing an opportunity to generate new leads. The intimacy of the event will give you a chance to have deeper conversations with new individuals, which fast-tracks the lead generation and nurture process.

How to Drive More Value From Your Events



1 Create Memorable Handouts

Stand out at your event by offering a memorable takeaway, such as a personal finance coursebook or a well-designed two-pager.



2 Collect Emails

Ask for people's emails, not just their phone number. You can then send them automated emails and stay in regular contact with minimal effort.



3 Use Your Customer Relationship Management (CRM)

Store new information about clients, prospects, or COIs in your CRM. This will help you remember important insights and personalize future communications.



4 Focus on Marketing

Invest more heavily in marketing to increase attendance and build more of a "buzz." Even if some people don't turn up, they will have seen your event—and are more likely to recognize your face in the future.



How to Make Digital Marketing Scalable

Create "Evergreen" Content

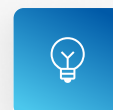
Invest in creating a strong backlog of high-value "evergreen" content that will be useful for prospective clients far into the future. This serves the dual purpose of attracting leads that are interested in your services and simplifying future nurture efforts.



Attracts lead magnets



Develops lead nurture



Provides client education

Effective content topics include:

Personal finance tips

Topic-specific "primers"

Family planning guides

Financial health checklists

Build Messaging Templates

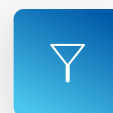
Develop templates that contain a few simple fields to personalize the message. This means 80% of the work is done upfront, enabling you to simply hit "send" on mass communication campaigns.



Enables personalized content



Efficiently communicates bulk messages



Creates the first step of a nurturing funnel

Templates can be used for:

Regular COI updates

Cold email outreach

Social media

New client welcome messages

Lead nurturing campaigns

Master Local SEO

Most clients want to work with an Advisor that lives nearby. As a result, most organic search engine optimization (SEO) leads will come from "local" searches, such as "Financial Advisor in {Your Area}."



Attracts leads closest to you



Ranks for map directories



Showcases your business

Here are some things that help local SEO:

Accurate online business profiles

Photos in business profiles

Correct local area information on website

Good reviews



Time-Saving Strategies

Many Advisors find their days are consumed with repetitive activities that don't generate revenue or help grow their business. In fact, 85%⁸ struggle to dedicate sufficient time to marketing and lack the consistency needed to achieve compounding growth from their efforts.

If this resonates with you, consider including time-saving measures in your growth strategy. Here are a few ways to free more time for growth:

Talent

Consider your current workforce: How sustainable are your existing processes? Many Advisors don't realize how much time they spend:

- ✓ Hiring or sourcing temporary support
- ✓ Overseeing routine tasks
- ✓ Managing factors like payroll and benefits

How much of this time could you reallocate to marketing if you had the right talent program in place?

Technology

Does your current technology stack save you time—or hold you back? Advisors often don't have time to research, implement, and integrate the latest solutions, meaning they often miss out on:

- ✓ Automation opportunities
- ✓ Investment options for clients
- ✓ Data and analytics platforms

What could you achieve if you replaced legacy or outdated tech with a fully optimized setup?

Processes

Try making a note of every non-revenue-generating task you complete in a single day. There's a good chance your existing operations require:

- ✓ Routine administrative effort
- ✓ Dull, repetitive compliance tasks
- ✓ Manual effort to complete anything from client communications to social media marketing

How much easier and more fulfilling would your day be if you streamlined these tasks?

8. Source: <https://info.advisorstream.com/financial-advisor-marketing-trends-report-2024>

How many of the following can you accomplish today?



1 Eliminate Back-Office Tasks

From submitting paperwork to managing billing, many of the repetitive parts of your back office can easily be automated or outsourced without impacting the accuracy or quality of work.



2 Source Flexible Talent

While many Advisors cannot commit to a full-time salary, you would likely benefit from access to trained client service associates (CSAs) or Admins to meet your fluctuating workloads. Find a provider that can help you access flexible talent so sudden spikes in work don't get in the way of your growth activities.



3 Automate Digital Marketing

From posting on social media to sending out email campaigns, there are a range of digital marketing activities that are important for growth—but require a lot of manual effort. These can all be automated with the right system, enabling you to maintain a consistent pipeline of content without losing hours in your day.







4 Outsource Investment Management

Delegating Investment Management to a third-party provider can save hours each week and enhance client outcomes. In fact, 87% of Advisors report delivery of better investment solutions after outsourcing.

Creating an Effective and Efficient Growth Plan

02

-  How much time can you dedicate to growth activities each week?
-  How mature are your existing marketing channels?
-  What level of return can you expect from marketing?
-  Building Your Growth Plan: A Worksheet

Before you can start making concrete decisions, it's important to establish realistic expectations for your growth plan. Start by answering these three questions to gain clarity on your starting point:

1. How much time can you dedicate to growth activities each week?

It's important to choose channels that drive results without overextending your time or resources. How much time do you have to offer to marketing efforts?

Very Limited

(<1 hour per week)

Focus on channels like social media that require less long-term content and can be built with small but consistent effort.

Medium

(2-4 hours per week)

Split your time between short-form channels like social and gradually building a backlog of high-value "evergreen" content.

Plenty

(4+ hours per week)

Invest in larger scale overhauls, such as improving your CRM system and running high-impact events.

Note: If your weekly schedule only fits one hour or less to work on marketing, your growth opportunities could be limited. To accelerate your progress, consider investing in outsourcing or technology solutions that free up time and energy, enabling you to dedicate more resources to marketing efforts.

2. How mature are your existing marketing channels?

Evaluate your previous marketing efforts and determine where you already have a foundation to build upon.

A strong LinkedIn network or "black book" are major assets that can be leveraged; if you have them, you can focus efforts on turning them into active growth channels rather than trying to build a new channel from scratch.

Similarly, if you have written content that isn't generating results, prioritize repurposing it for greater impact. This could involve rewriting key sections or adapting the content into shorter, shareable pieces for social media.

3. What level of return can you expect from marketing?

Evaluate which growth channels will deliver the highest return on your investment (ROI) based on your current assets, resources, and time availability.

Your growth strategy should be cost-effective and deliver measurable results. However, the expected ROI for each channel will vary based on your existing assets and resources, the amount you can invest upfront, and the time commitment each channel demands.



For example:

✓ **PERSONAL FINANCE CLASSES**

These classes can produce a large return by attracting high-value prospects, but the ROI will also be much larger if you already have a large database of prospects to market the classes to rather than starting from scratch. Equally, planning a curriculum might take more time than you can feasibly invest at the moment.

✓ **DIGITAL MARKETING**

Digital marketing can quickly generate traffic to your website but often requires ongoing investment in content or ads to maintain momentum. It serves as an effective tool to attract immediate visitors or share valuable information that helps grow your contact database. Once your database has expanded, you can leverage those contacts to host personal finance classes or implement automated engagement strategies.

✓ **MARKETING AUTOMATION**

A nurture sequence enables you to engage and grow your database with minimal daily effort. However, success requires the right tools, compelling content, and a clear understanding of how to use them effectively. The best marketing strategies are interconnected, building on each other to amplify results.



Building Your Growth Plan: A Worksheet

Use the following worksheet to evaluate your current business structure and marketing strategy. These questions can help you identify actionable steps to create a framework that supports and accelerates growth.

Identify Your Marketing Priorities

What can I do today to drive immediate growth?

What can I do in the next 3 months to make growth easier?

How can I help my current marketing to scale over the next 12 months?

Assess Your Capabilities

How does my existing technology stack hold me back?

How much support would I need to scale marketing?

How would my existing business structure cope with a large increase in AUM?

Map Your Future

What could I achieve with more support?

How would I structure my business if I were starting from scratch?

Does my existing business structure fit with my future growth ambitions?

INTRODUCING RFG ADVISORY

03

The Partner to Help Achieve Your Growth Vision

Most Advisors will complete these worksheets with a clear vision for their future growth. This process helps identify which non-revenue-generating activities to eliminate and which marketing channels will drive faster, more sustainable growth.

However, executing your growth plan might involve more time, support, or technology than what your current firm provides.

That's why we created RFG Advisory: An award-winning RIA platform that helps Independent Advisors build the business of their dreams without compromise. RFG Advisors grow 19% organically year over year, compared to the industry average of 2-5%.⁹

We provide specialized support to help you:

- ➔ Transition to a new firm with confidence
- ➔ Streamline your back-office tasks
- ➔ Simplify compliance
- ➔ Access flexible talent with ease
- ➔ Access a fully integrated advisory tech stack
- ➔ Develop standout digital marketing programs

[SCHEDULE A CALL](#)

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9. Represents net contributions - distributions excluding market appreciation covering the time period of 2021-2024.

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