



## Case Study

# MarketingCentral

BY CETERA®



**With MarketingCentral, Cetera simplified marketing for financial professionals to move from transactional engagements with clients to building relationships that grow assets under management.**



**8,000**

Financial  
Professionals

**\$260B**

Assets Under  
Administration

**\$80B**

Assets Under  
Management

# Cetera at a Glance

## Services & Focus

Comprehensive services include: wealth management solutions, retirement plan solutions, advisory services, practice management support, innovative technology, marketing guidance, regulatory support, and market research.

Cetera empowers the delivery of an Advice-Centric Experience® to individuals, families, and businesses across the country through independent financial professionals as well as trusted tax professionals and banks and credit unions.



**Therefore, the Cetera Marketing team recognized that they needed to empower financial professionals with a new robust solution to provide the capabilities to keep up with prospects' expectations.**

# The Opportunity: Evolution

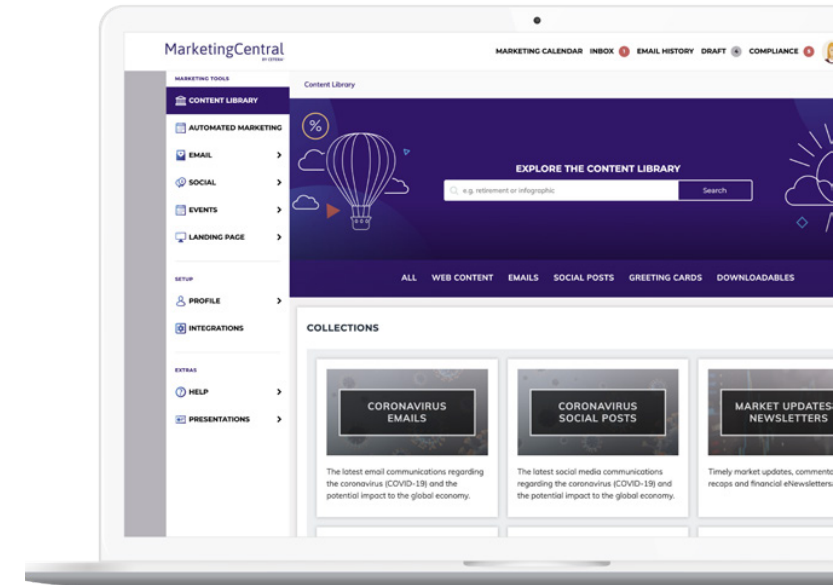
For financial professionals looking to differentiate themselves in an increasingly commoditized space, establishing and optimizing a strong digital footprint is more important than ever. Prospects want to find out more about investing and a financial professional's services long before engaging over the phone or in person. Therefore, the Cetera Marketing team recognized that they needed to empower financial professionals with a new robust solution to provide the capabilities to keep up with prospects' expectations. They wanted to provide a comprehensive platform that allows financial professionals to engage with clients and prospects alike across multiple channels with timely, informative, and ready-to use content while also offering personalization for their unique brand.

While Cetera previously partnered with FMG Suite to power Connect2Clients® (C2C), the previous iteration of their financial professional marketing platform, they were ready to evolve their marketing technology to better serve the changing needs of affiliated financial professionals. To find the right platform for their needs, the Cetera team conducted a full SWOT analysis. The results established FMG Suite as the only vendor partner with the administrative tools, expertise, and reputation that fit. Equally important in the decision was the history of consistent delivery, continuation of innovation, and collaboration to develop new solutions, and a roadmap to support future growth.

# The Solution: MarketingCentral

Cetera differentiates themselves in the marketplace by helping financial professionals create an optimal digital presence and MarketingCentral by Cetera® helps them remain relevant.

MarketingCentral, a private-label marketing platform that launched in fall 2019, is an arsenal of integrated tools and custom content exclusive to financial professionals affiliated with Cetera.



**Multi-Channel  
Content Library**



**Printed  
Greeting Cards**



**Pre-Built  
Event Kits**



**Set-and-Forget  
Campaigns**



**Email**



**Websites**



**Social Media**

**“We landed a half-million-dollar account because of MarketingCentral. The gentleman and I spoke a year ago and he was not comfortable moving away from his current financial professional. Because of our educational communications, he is now our client.”**

**Pamela Malara,**  
Cetera Investment Services

# Managing Content Distribution through the Publisher Tool

Cetera is continuously developing content exclusive for affiliated financial professionals to use within the MarketingCentral platform. Using FMG Suite's Enterprise Publisher tool, it's easy for the Marketing team to upload content and build campaigns quickly and easily. Since launch of this platform, Cetera has created 15 automated campaigns and has uploaded over 700 pieces of proprietary content across email, social media, and downloadables. Most recently they launched a brand new series of Workplace Financial Wellness Workshops that are designed to help financial professionals deliver educational workshops for businesses and teach employees about financial wellness. More campaigns will be developed to continue to assist financial professionals in building and deepening their client and prospect relationships.

Most recently, Publisher helped the Marketing team distribute content and campaigns as part of the Advisor Resiliency Pack, a comprehensive suite of timely resources and growth-focused services to help financial professionals navigate the COVID-19 pandemic and maintain their business' strength.

Using Publisher enables Cetera to add timely content in real time, optimize campaigns based on feedback, and respond to the needs of Cetera-affiliated financial professionals.

**“A cross-functional team from throughout the Cetera organization developed and launched the Advisor Resiliency Pack featuring resources for marketing, business management, and peer-to-peer support. Cetera created 30 emails and 50 social posts using Publisher that specifically addressed the impact of the pandemic on the global economy, resulting in a 4.8x increase in top content usage and a 35% increase in financial professional adoption to the platform over the previous month.”**

**Michael Zuna**  
Chief Marketing Officer, Cetera

**Financial professionals love MarketingCentral because it allows them to:**

- Automate their marketing efforts
- Plan, manage, and promote events
- Consistently stay top of mind with clients and prospects
- Communicate through multiple channels in a single tool with timely content

**Cetera loves MarketingCentral because it allows them to:**

- Deliver a comprehensive marketing platform with tools and ongoing enhancements to support organic growth
- Provide valuable, relevant, and timely content to Cetera-affiliated financial professionals
- Enable a shift from transactional to relationship-based connections
- Optimize their compliance process and mitigate risk

# Streamlining Processes with the Compliance Dashboard

Additionally, the Compliance Dashboard in MarketingCentral has helped Cetera lighten the load on their compliance department. FMG Suite's integrated approval workflow makes it easy for Cetera-affiliated financial professionals to submit content directly to their compliance department within the platform. The dashboard informs the user of the review status, any revision requirements, and final approvals.

**44%**

Penetration across Cetera-affiliated financial professionals

**1.5M**

Investors reached monthly

**+9K**

Over 9,000 social posts monthly

**+23K**


Over 23,000 email campaigns monthly

**“MarketingCentral has been an essential part of helping to take my business to the next level. Everything from my automated email marketing to my website and seminar management has made my team that much more efficient.”**


**Dominick Scarfogliero,**  
Cetera Investors

# The Future of MarketingCentral

Helping a client be Invested in More means delivering more value, more often; personalizing the client experience; and pursuing more life goals alongside financial ones. Bringing more to life should be evident in the work financial professionals do and in the digital stories they tell. Cetera is continuously pursuing enhancements to MarketingCentral that revolve around personalized, timely, and elevated communications and experiences.



**“We use the automated referral campaign in MarketingCentral which has proven fruitful. From 2018 to 2019, we saw a 125% increase in referrals, resulting in a 143% increase in assets under management from referrals becoming new clients.”**



**Ryan Marshall,**  
Cetera Advisor Networks  
(ELA Financial Group)



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#### About Cetera Financial Group®

Cetera Financial Group (Cetera) is a leading financial advice firm. It empowers the delivery of an Advice-Centric Experience® to individuals, families and businesses across the country through independent financial professionals as well as trusted tax professionals and banks and credit unions. It's headquartered at 200 N. Pacific Coast Highway, Suite 1200 El Segundo, CA 90245-5670.

Comprehensive services include: wealth management solutions, retirement plan solutions, advisory services, practice management support, innovative technology, marketing guidance, regulatory support, and market research.

"Cetera Financial Group" refers to the network of independent retail firms encompassing, among others, Cetera Advisors LLC, Cetera Advisor Networks LLC, Cetera Investment Services LLC (marketed as Cetera Financial Institutions or Cetera Investors), Cetera Financial Specialists LLC, and First Allied Securities, Inc. All firms are members FINRA / SIPC.

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