

Your field's ideal prospects. Delivered.

OPTIMIZED INBOUND DIGITAL CAMPAIGNS

- Targeted campaigns via Facebook and other ad networks
- Demographic and geotargeting to attract the right prospects
- Personalized to increase brand awareness and recognition
- Compelling, FINRA-reviewed content that fosters engagement
- Easy, effective lead capture process to build prospect database
- Multiple webinar and content campaigns available
- Monthly reporting on overall campaign reach and leads received

ATTRACT THE RIGHT PROSPECTS AT THE RIGHT TIME

Help your field capture the attention of investors who are actively seeking financial guidance. Our team of digital marketing experts deliver highly engaging, educational content that captures attention and expands knowledge while building trust. Advertising assets, landing pages and content are personalized to include branding of the individual practice, positioning your professionals as the go-to financial experts.

MEET TARGETING GOALS WITHIN BRAND PARAMETERS

Maintain brand and compliance control while benefiting from ongoing optimization efforts. We work with you to meet firm requirements, ensuring inbound campaigns harmonize with ongoing enterprise marketing efforts. Campaigns are created to integrate with a variety of ad networks, with the Broadridge team providing guidance for the greatest performance.

You can choose Virtual Event Marketing, which attracts registrants for an educational webinar; Digital Lead Optimizer, which provides instantly downloadable content; or create a custom program that combines the two solutions.



ADDRESS YOUR TARGET MARKET'S TOP CONCERNS

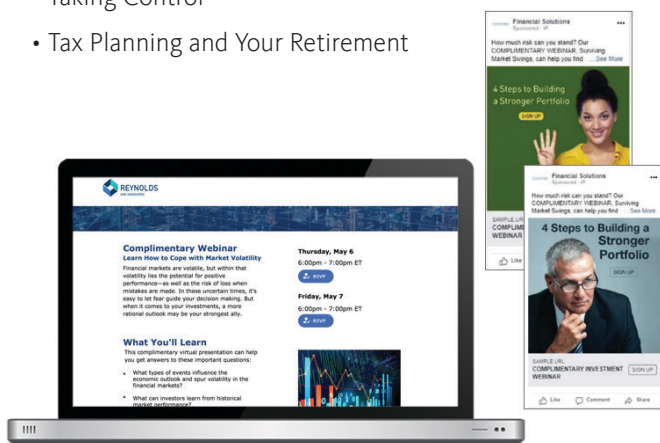
Select from a library of pre-built campaigns or work with our team to create a custom campaign that highlights your brand assets. Our in-house experts work to create campaigns that address consumer's top concerns.

FILL PROSPECTING WEBINARS WITH VIRTUAL EVENT MARKETING

Webinars are an ideal way to engage potential clients while eliminating the barriers of traditional in-person seminars. Choose from an entire library of compelling, FINRA-reviewed presentations. Advertising assets point to an event registration page. As individuals register, contact information is delivered directly to the financial professional, providing a list of qualified leads for post-event nurturing.

Request a campaign for any of our FocusOn® Seminars:

- How Health Can Affect Your Wealth in Retirement
- College Funding
- Estate Conservation
- Financial Management
- Making the Most of Social Security
- Retirement
- Retirement Income
- Surviving Market Swings
- Taking Control
- Tax Planning and Your Retirement



READY TO TAKE THE NEXT STEP?

Contact your Broadridge representative or visit broadridge.com

Broadridge Financial Solutions (NYSE: BR), a global Fintech leader with over \$4.5 billion in revenues, provides the critical infrastructure that powers investing, corporate governance and communications to enable better financial lives. We deliver technology-driven solutions to banks, broker-dealers, asset and wealth managers and public companies. Broadridge's infrastructure serves as a global communications hub enabling corporate governance by linking thousands of public companies and mutual funds to tens of millions of individual and institutional investors around the world. In addition, Broadridge's technology and operations platforms underpin the daily trading of on average more than U.S. \$10 trillion of equities, fixed income and other securities globally.

broadridge.com



CAPTURE EYES AND RAISE HANDS WITH DIGITAL LEAD OPTIMIZER

Leverage needs-based content campaigns to capture investor attention and contact information. Choose from campaigns that feature multi-page reports addressing a key financial concern, such as coping with market volatility. Advertising assets point to a gated landing page, where visitors provide contact information to gain access to premium content. Captured contact information is delivered directly to the financial professional, enabling follow-up with the prospect to answer remaining questions and cultivate an ongoing relationship.

Available campaigns include:

- Is Your Retirement at Risk?
- Countdown to Retirement
- Retirement Income
- Roth Conversion
- Business Succession
- College Planning
- Concentrated Stock Positions
- Environmentally Responsible Investing
- Exchange Traded Funds
- Exploring Alternative Investments

